



# CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

April 11 1981

Council now  
to oppose  
tobacco sales  
in pharmacies

Further easing  
of licence  
application  
criteria?

Go-ahead for  
rural pharmacy  
association

Boots to try  
audio-visual  
POS systems

Photographic  
SPECIAL FEATURE



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**Savlon** TRADE MARK   
for a safer home.



# CHEMIST & DRUGGIST

Incorporating Retail Chemist

April 11 1981

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## COMMENT

### Appetiser

So long as Mr Patrick Jenkin remains Secretary for Social Services, he need never go short of at least one meal a year—provided he continues to deliver the goods when he is invited to address the annual dinner of the Association of the British Pharmaceutical Industry.

Last year he brought glad tidings of a relaxation in the Medicines Act controls on clinical trials and, what is more, he has since been as good as his promises. There was praise for the way the Government has set about removing some of the shackles holding back drug development in the UK—and driving it, potentially, into other arms. Now, we are reassured, there is every prospect that the UK can retain its research position in the world.

This year (p711) Mr Jenkin performed an encore at the ABPI's dinner, where once again he was the principal guest. And again it was good news about an easing of licensing procedures that earned him applause.

The Secretary of State revealed that earlier this year the Department held a "Sunningdale seminar" to consider, after 10 years experience with the licensing system, whether the "balance" is right between the requirements of safety and of drug development. The decision was that the time is right for looking again at the way the various authorities approach their duties, and Mr Jenkin was able to forecast a number of fundamental changes in the enforcement authorities' thinking.

These range from a reduction in the number of committees concerned with submissions to a more selective review of existing products than had hitherto been envisaged.

Behind the latter are submissions from the industry that the review, currently on a category-by-category and ingredient-by-ingredient basis, is

not disclosing the enormous numbers of unsafe products that the industry's doctrinaire critics might have hoped. There have been a few areas in which Section 28 revocation orders have been issued, but these have been largely non-contentious, such as certain barbiturate combinations. Such products have in any case been eliminated by the rapid preliminary review carried out by officials.

Particularly hard-hit by the review are over-the-counter remedies, which are almost impossible to assess accurately by the best criteria of medical research. Many of their ingredients first saw the light of day decades before terms such as "double blind" were thought of, and their claims rest largely on the fact that they have stood the test of time—both for efficacy and safety.

It may even be impossible to commission the trials that will prove that an old drug does what everyone knows it does—and it may in fact be inappropriate to do so since they will rarely be medically recommended and will always be taken by someone who will report with the subjectivity of a self-prescriber.

Meanwhile, the review itself has been taking far too long—and the same goes for licence applications for over-the-counter medicines comprising existing ingredients. Such applications have been taking up to nine months to process—almost as long as new drug applications—as more and more requirements relating to stability and raw material specifications, etc, are added to the list by the (presumably) bureaucrats and the academics.

The Secretary of State's prospect of a "different level of scrutiny for well-established products which appear to present no significant hazard to the public and are available for self-medication" will be a welcome relief to manufacturers. He can come to dinner again! ■

## Rural pharmacists form association

Mr John Davies, a Somerset pharmacist, and Mr A. G. Mervyn Madge, member of the Pharmaceutical Society's Council, have decided to form a Rural Pharmacist Association.

Support for the idea, outlined in recent correspondence in the pharmaceutical Press, has come from pharmacists throughout England and Wales. The aims of the association will be: To ensure that all rural patients receive the same professional standards of pharmaceutical supervision and care as do patients in urban areas; to protect and improve the position of the rural pharmacist by all legal means available and to expose the injustices of present arrangements.

Mr Davies told *C&D* that several pharmacists have promised financial aid; one said this was the only way he could help because he worked "13 hours a day" and had no spare time. Those pharmacists who have already offered their support will be asked to form an ad hoc committee representing all areas of England and Wales. A democratically-elected committee will be established later at a meeting to which all pharmacists will be invited.

Further action will depend on what rural pharmacists decided were the priorities, Mr Davies added, but the organisers had "thousands of ideas." They hoped to make the public as well as Government aware of the present injustices, possibly by means of Press campaigns.

The organisers are seeking support of all pharmacists and Local Pharmaceutical Committees. Mr Davies may be contacted at 8 High Street, Wiveliscombe, Somerset. ■

## Drug trials code

A code of practice for pharmaceutical companies carrying out drug trials through general practitioners has been agreed by the Association of the British Pharmaceutical Industry and is expected to be approved soon by the doctors' organisations.

A combined working party representing the ABPI, the British Medical Association and the Royal College of General Practitioners drew

up the code and the DHSS has agreed to accept whatever the working party decides.

The code, which relates to trials carried out on new drugs already on the market, should come into force in April, 1982. Its major requirements are that trial protocols must be studied by independent ethical committees before companies approach individual doctors, that participating doctors will be paid according to the complexity of data recording required and that drugs used will be supplied free by the company concerned or will be obtained in the usual way on NHS prescriptions. ■

## PSNC defends its 'professional' role

The Pharmaceutical Services Negotiating Committee has defended its right to speak for the profession on professional matters.

Dr Brian Wills, chief pharmacist, Department of Health, told the Pharmaceutical Society's Croydon Branch recently that he found it "distressing" when PSNC claimed to speak for the profession. He believed the Society is 'the sole professional body.

But PSNC's deputy chairman, Mr David Coleman, said this week that the committee was surprised and dismayed to hear Dr Wills' views: "Surprised, because over the last few months the PSNC has received numerous letters on professional matters from Dr Wills and dismayed because it is unthinkable that the PSNC could negotiate terms and conditions of service within the NHS without considering the professional and ethical aspects of these terms and conditions. Certainly the PSNC is anxious to co-operate with the Society and other bodies in pharmacy to achieve the best terms it can for the profession and the service. The record surely shows this to have been the case."

Mr Coleman added that most PSNC members were directly elected by contractors and many were proprietors and employees involved in the day to day running of their businesses. All were members of the Society. "For the PSNC not to be

## Pharmacy-only call on paracetamol

The Pharmaceutical Society is to write to the Department of Health suggesting that the sale of paracetamol, regardless of pack size, should be restricted to pharmacies, and that additional warning labels should be placed on paracetamol preparations.

The decision was taken at the Society's Council meeting this month, after consideration of a newspaper article describing the accidental death by paracetamol poisoning of a young person. It was noted that paracetamol was generally considered to be a "safe" analgesic.

Council also agreed that the dangers of paracetamol, particularly the fact that its toxic effects were not necessarily immediately noticeable, should be notified to pharmacists. ■

concerned in matters affecting the professional aspect in the widest sense of its contractors' work would be a gross dereliction of its duty."

PSNC was concerned that in Dr Wills' list of responsibilities he referred to his duty to the Department, to the patient and to the Treasury and made no mention of his duty to the profession.

## NHS waste

PSNC has also issued a statement that Dr Gerard Vaughan, Minister for Health, in appealing to the conference of Local Pharmaceutical Committee representatives for co-operation in reducing the NHS drugs bill, was directing his words at the wrong target.

"Pharmacists know perfectly well where the sources of waste are," says PSNC, "and they are not in general practice pharmacy. Under the terms of their contract they are obliged to supply what the doctor has prescribed and so have no control in the matter."

PSNC complains that no starting date for the use of 'triple prescription forms has yet been announced and also points out that doctors could save millions of pounds if they used the box on form FP10 to indicate the number of days supply required. But this facility was seldom used.

The statement has been sent to the doctors' newspapers, *Pulse* and *General Practitioner*. ■

## Advice sought on advisory leaflet

The Department of Health is to revamp the leaflet M11, which includes advice on eligibility for free prescriptions, and would welcome comments from pharmacists.

The leaflet is revised annually to take account of the changes in social security benefits. This November, the leaflet may be changed completely and there may be a separate leaflet dealing solely with free prescriptions and "season tickets."

A Tyneside councillor, Mrs Pat Wallace, believes she has won a campaign to have the leaflet reworded so that children over 16 years old in full-time education would be aware immediately that they were entitled to free prescriptions. She claims that the present M11 leaflet is misleading and that "hundreds of chemists" are charging these youngsters because they do not know the rules.

A Department of Health spokesman told *C&D* that it was too early to say how the leaflet would be changed but the Department would be happy to receive suggestions from pharmacists. ■

## Open verdict in 'tampon' inquest

During a Lancaster inquest on a 19-year-old student, held last week, a Home Office pathologist, Dr Brian Beesen, said that the student, Debra Heathcock, died from a combination of a tampon-associated infection and a viral respiratory infection.

Debra's boyfriend described how he woke on January 8 to find her breathing heavily. Her breathing then became shallow and her heart stopped. He tried to revive her and called an ambulance but she died less than an hour later.

The coroner, Mr George Howson recorded an open verdict. "It would be quite wrong for any public alarm as a result of this case which has been called a unique one," he said. ■

## Mini-gravigard not on FP10

The Pharmaceutical Services Negotiating Committee has pointed out that the Mini-gravigard intra-uterine contraceptive device does not comply with the Drug Tariff specification and is not prescribable on FP10. Any FP10 prescription forms submitted for this product will be returned to contractors stamped "payment disallowed". ■



"Gearstick Sir?", No it's automatic"

## Boots to install POS audio-visual aid

Boots are to introduce an audio-visual POS system in 21 superstores commencing April 15, say European Marketing Consultants (EMC).

The system is the EMC instant purchase "television" package described in *C&D* August 2, p174. This AV POS system is activated when a person approaches within range of its ultrasonic sensor.

The programme shown can be commercially based, contain health education material, a pharmacy "shopping list" or a programme of the retailer's choice produced by EMC.

EMC say that: "Boots carried out a controlled test in 15 super stores. The two products involved were Airwick brands and sales increased by 300 per cent. Further research showed that customers had a positive attitude to the EMC system."

They continued: "Woolworth are installing the system in 108 stores as of May 4, and Linfood are to go national with it in 87 of their cash and carry outlets." The AV programme is currently on trial in 38 independent pharmacies and EMC director, Mr Peter Woolsey says he "hopes to get a small multiple to join in the trial shortly."

"Manufacturers who are convinced of its value as a POS device in larger retail outlets, supermarkets and cash and carry environments, want to compare the objective results from a controlled trial in the small multiples' group, with the subjective results obtained from the independent pharmacists."

An independent from Bradford, Mr Dick Hazlehurst told *C&D* that: "I have used the AV aid since early January. I personally believe in the system as an educational tool. I don't have to make any money out of it; it costs nothing except some minor inconvenience."

"The unit is installed next to the medicines till away from the front

shop counter sales area."

He alternates the monthly programmes which have some educational material, plus a reminder shopping list and an invitation to ask to see further detailed educational programmes, with the commercial and educational ones.

The educational programmes run by Mr Hazlehurst include ones on the use of ear drops, antibiotics and glyceryl trinitrate tablets as well as commercial ones on Recital by L'Oreal and Macdonald's cotton wool.

## PSGB confusion

Co-incidentally this week's Council report includes a recommendation that the head of the law department write to the director of a commercial AV company to read that: "The Council had not given its approval to the use of the system in pharmacies, and asking him to write to pharmacists participating in the trial to inform them of that fact."

The Audio-Visual Aids Committee was reminded that while some members of the Council had seen a demonstration of the company's system in November 1980, the Council itself had not discussed the system at all. It was now understood that about 50 pharmacies were participating in a trial of the system and that a director of the company had been claiming that the system had Council support.

During the meeting of Council, Dr Booth said when the Organisation Committee had discussed the minutes of the Audio-Visual Aids Committee he had made the point that the Council had not even considered the system formally at all, which was different from the wording of the recommendation. A statement that the Council had not approved the system could imply that no approval would be given if the Council were to be asked, which was another matter. ■

# Accountants to be able to advertise

Accountants will be able to advertise their professional services in the local Press from October 1.

The councils of their four professional associations will set guidelines for and monitor such announcements. The councils will require that advertisements: Should not contain explicit criticisms of the professional services of others; should be factual and not be likely to mislead; should not refer to fee levels but must include a statement to the effect that the fee basis will be discussed before an assignment is accepted; should not make a claim to any particular expertise and any reference to the services offered should be restricted to all or any of the following: accountancy, auditing, book-keeping, trusts, personal and/or corporate taxation and advisory services related to any of the foregoing; should be of a style and content appropriate to the profession.

The Monopolies Commission decided in 1976 that the restrictions on advertising restricted competition and operated against the public interest. ■

## Unichem programme

From community pharmacy in an African country to pension planning and employee benefits—these are among the wide range of topics to be covered on Unichem's Autumn international convention in the Caribbean.

On the professional side of the

outline programme issued this week, there will be talks on feminine hygiene, the understanding and treatment of incontinence, clinical pharmacy, trends and developments in ileostomy techniques, the pharmacist's role in public health education and communications with patient and prescriber.

Business topics will include tax-efficient ways to preserve and increase capital, pharmacy computers, the effective use of wholesalers, and cosmetics marketing. Mr John Thompson, the convention director, says all talks will be by leading international speakers.

Between the study sessions on board the luxury cruise liner, delegates will be able to explore islands in the Caribbean such as Haiti, Jamaica, Antigua, and the Virgin Islands.

The cruise ship—the Nordic Prince—sails from Miami on September 26. Delegates from the UK will fly from London to join the liner the day before. Further details are available from Mrs L. Shurley at Crown House, Morden, Surrey (telephone 01-542 8522).

## More pharmacies

During March there was a net gain of 16 pharmacies throughout England, Scotland and Wales.

This figure resulted from net gains of 11, four, and two pharmacies respectively in England, London and Scotland and a net loss of one in Wales. ■

*Mr Alfred Creed, head of information, addresses pharmacy students and lecturers from Heriot-Watt University during their recent tour of the National Pharmaceutical Association's offices, helped by Mr Will Kneale, local organisations officer (far right). Over 120 students from four schools of pharmacy have paid all-day visits to Mallinson House so far this year.*



## Chanel are refused committal order

Chanel Ltd failed in a High Court bid, last week, to get committal orders against two partners in Manchester wholesalers, FGM Cosmetics.

Chanel had alleged that Mr Eric David Gerrard and Mr Rabinda Nath Mehta had broken the terms of an undertaking given to the court in April 1979 in which they promised not to deal in perfume or other toiletries not made by Chanel but bearing the mark Chanel No 5 or similar.

Mr Justice Whitford said the sole ground of Chanel's complaint was about the appearance on the shelves of FGM's premises in Park Place, Manchester of a carton of a product called "No 5 For Someone Special".

On the execution of a "search and seize" order it became apparent that there were considerable quantities of this product on the premises and it was not in dispute that they were dealing in it after the undertaking had been given. The question was whether in doing so, FGM were infringing Chanel's trade marks by using words similar or "passing off".

But it was vital that undertakings and orders of the court should be enforced. Nevertheless, the judge ruled that it would be "inappropriate" to make committal orders in the case. Chanel had not been "sufficiently specific" in giving notice of the complaints on which the order would be sought.

The judge said he would, however, make an injunction against the two from "passing off" any perfume as Chanel by using the word No 5 without clearly distinguishing their goods from Chanel's.

Mr Eric Gerrard said later that this injunction would not affect sales of their highly successful "Second Edition No 5" product. FGM was said to be a substantial business with a turnover in excess of £2 million. ■

## February sales

Retail sales of all chemists rose by 19 per cent in February to an index of 140 (1976=100), according to the Department of Industry.

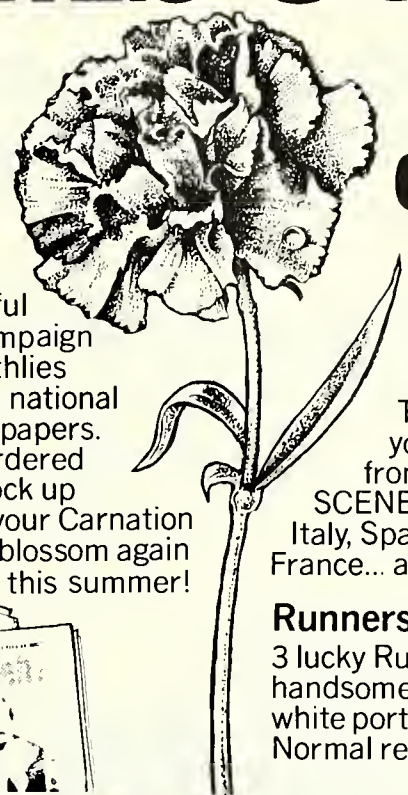
There was an 8 per cent increase in sales of all businesses (index 153), with a moderate 3 per cent increase (index 121) for small businesses (turnover less than £1 million in 1976). Large businesses showed an 11 per cent increase in sales to an index of 174, of which co-operative societies increased sales by 8 pc (index 153).

Combined sales by chemists and photographic dealers increased by 17 per cent to an index of 144. NHS receipts are not included. ■

# CARNATION BLOSSOMS OUT AGAIN!

## BIG Consumer Advertising...

Carnation are launching yet another forceful consumer advertising campaign in leading national monthlies and weeklies as well as national daily and Sunday newspapers. So if you haven't ordered already, it's time to stock up and watch your Carnation sales blossom again this summer!



## Another BIG Carnation Competition for You!

**1st PRIZE:**  
£400 worth of TRAVELSCENE Travel Vouchers — so you can take your pick from any of TRAVEL-SCENE's fabulous holidays in Italy, Spain, Austria, Holland, France... at a time to suit you!



**Runners-up Prizes:**  
3 lucky Runners-up will receive a handsome 12" Ingersoll black-and-white portable TV (mains or battery) Normal retail price around £75

## 'KNOW YOUR CARNATIONS' COMPETITION

Just answer the questions in the box provided (write a, b or c), and complete the limerick. Clip the corner of your Carnation Counter Display and send with your entry to Cuxson, Gerrard & Co (Dressings) Limited.

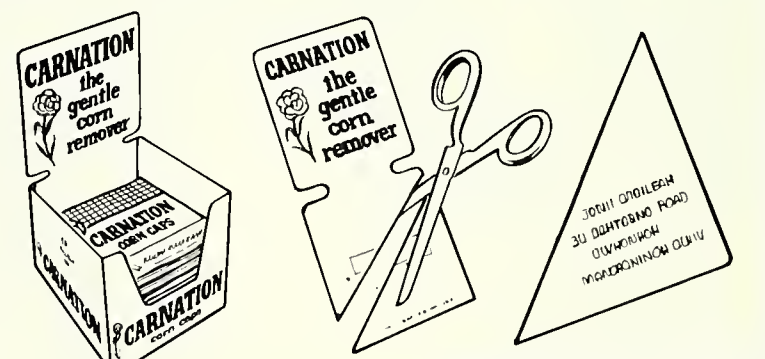
Any number of entries may be submitted (additional entries on plain paper) provided a counter display corner piece is attached to each entry.

Please write your name and address on the back of each display corner.

- |  |                                     |
|--|-------------------------------------|
| <b>1</b> How many individual Carnation Corn Caps are there in a unit pack (2 cartons)?<br>(a) 75 (b) 125 (c) 150                       | Answers<br><input type="checkbox"/> |
| <b>2</b> Carnation has been a leading brand in Corn Caps for how many years?<br>(a) 5 years (b) 10 years (c) over 40 years             | <input type="checkbox"/>            |
| <b>3</b> One of the following is an active ingredient in Carnation Corn Caps<br>(a) Salicylic Acid (b) Tartaric Acid (c) Ascorbic Acid | <input type="checkbox"/>            |
| <b>4</b> An accepted Botanical name for Carnation is:<br>(a) Dianthus caryophyllus (b) Bellis perennis (c) Campanula rotundifolia      | <input type="checkbox"/>            |
| <b>5</b> Which of the following is a variety of Carnation flowers?<br>(a) Alice Toklas (b) Alice Forbes (c) Alice Springs              | <input type="checkbox"/>            |

### COMPLETE THE FOLLOWING LIMERICK:

There was a young fellow from Staines  
Whose corns gave him terrible pains  
\_\_\_\_\_



Remove crowner from display Cut corner and clip to your entry. (Write name and address on back) Return remainder of crowner to display carton.

Your Name: \_\_\_\_\_  
Pharmacy: \_\_\_\_\_  
Pharmacy Address: \_\_\_\_\_  
\_\_\_\_\_

### PLEASE NOTE...

Entries must be received by Monday June 1st 1981. Prizewinners will be selected from entrants who answer the questions correctly and, in the opinion of the judges, submit the wittiest limerick.

The panel of judges will be appointed by Cuxson, Gerrard & Co (Dressings) Ltd and the judges and the Company's decisions in all matters concerning the competition will be final.

Entry is open to Retail Pharmacies and Drug Stores and their employees in the UK who display Carnation Corn Caps.

A full set of Competition Rules will be supplied on request. (please enclose SAE)

Whenever there's an emergency, you can take it for granted that we'll be there with the products you need. But let's face it, those situations are few and far between for the average pharmacist; it's the day-to-day delivery of regular supplies that really forms the backbone of your business. With this in mind, we have built up a nationwide distribution network with over 350 vans operating from over 30 branches. One of these

local branches is near you so we're always there right when you need us, ensuring that you give an excellent service to all your customers.

That's backed up by our extensive stock range, making it even easier for you to get just what you want, right when you want it.

If you're not on our regular telephone schedule all you have to do is pick up the 'phone and it's as good as there with Vestric.

# Vestric

*We're always there, we always care.*

Vestric Limited, West Lane, Runcorn, Cheshire, WA7 2PE.

See Yellow Pages for your local branch.



# Vestric

not just when it matters

**Mr E. (Ernie) S. Ager** recently retired after 35 year's service with Ashe Laboratories Ltd. To mark the occasion he was presented with a silver tea service and a set of crystal glasses. Before joining the company, Ernie had spent 14 years in the Royal Navy. He joined Ashe as a salesman in March 1946 and took over a substantial territory covering west and north west London, Middlesex, Herts, Beds, Oxon, Cambs, Norfolk and Suffolk. He was promoted to regional sales manager in 1966, with responsibility for southern England and for the Irish Republic. In recent years he concentrated on the Irish market and played an important role in the development of the Sherley's range. ■

## Deaths

**Wright.** On March 28 Mr Harry Wright of Wigan, died in hospital after a short illness. Mr Wright, a native of Wigan, qualified in 1934, and for many years was one of the principal pharmacists in a small private multiple with four pharmacies.

He was a regular attender at Branch meetings and became a member of the Sheffield Pharmaceutical Committee in 1972. In recent years he was on Pharmaceutical Services and Hours of Service Committees of the FPC.

For the past 15 years he has been chairman of Associated Chemists, a central late service pharmacy started by a consortium of contractors soon after the inception of the NHS.

**Mr S. Durham**, secretary of the Sheffield Area Chemists Contractors' Committee says: "There are two good indications of his character and personality. First, he was a warden at the Anglican church he attended. Second, he consistently placed his professional training and experience at the service of human beings and of his pharmacist colleagues. Service was the basic principle of his way of life.

Quiet, approachable and kindly, his comments on events were both humane and sensible. He was the highly esteemed and valued friend of most Sheffield pharmacists, who will sincerely regret his passing for some time to come." ■

□ A sentence in the holiday remedies feature, *C&D*, March 28 1981 p600, last paragraph, second column should have read: "Promethazine (25mg) was probably the most effective, it said, and all the commonly-used anti-histamines including cyclizine, dimenhydrinate and meclozine should be taken two hours before travelling." ■

## By Xrayser

### By VAT alone

I had a telephone call on Monday, just as I was taking my ease with a glass of my own vat '81. It was Buzby. Complaining about numerous inquiries last week for Foo d'Avril's number . . . Well, Chateau l'Xrayser is a little strong.

Talking about VAT reminds me that I must make out my return. Fellow pharmacists will find this task a mixed blessing with the strike of data processors at Southend (*C&D* March 28)—I am assuming that cheques "in" as well as "out" cannot be handled.

But have you noticed that the DHSS has identified two breeds of pharmacist? There are those who do not live by script alone but earn more than two-thirds of their income by commerce (the VAT payment traders). And there are those to whom the public still flocks, clutching prescriptions and wads of pounds notes to tilt the balance the other way (the VAT repayment traders).

So payment traders will send in their VAT returns and cheques with a gay abandon—perhaps even forward-dating the cheque to ensure that some zealous non-striker does not cash the thing, without identifying the source. (Pens and paper, carbons and triplicates, are, I hope, yesterday's tools in this computer age). And I trust the repayment traders (a bunch of latter-day tax collectors) have made the lines to their local FPCs too hot for Buzby to handle.

Meanwhile I see that Dr Gerard Vaughan has out-flanked us again with his announcement to the Commons that prescription charges will be increased annually in line with drug costs. Next time the Civil Service strike, in 1984 or whenever, those of us who are still in business will doubtless be dispensing fewer prescriptions and so won't need to trouble our FPCs for withheld VAT repayments.

### Heart-warming

A Counterpoints piece in *C&D* last week warmed the cockles of my commercial heart—Milupa's food for four seasons. Great potential, I think, as an instant dad's dinner!

Milupa's advertising and promotional budget does not run to television at the moment, but no

matter. Food companies advertise their instant delights—"add a little hot water to a plastic carton full of instant sunshine" and *voila*: Milupa spring vegetable dinner!

You see, I'm promoting them for the whole family. "Family-sized" packets. Three varieties of dinner. One pudding. All nourishing and quick. In short, instant profit for me and instant grub for the dad on the dole, the mum in a rush or the kids when flush.

### More for DIY?

On a more serious note, another section of that same *C&D* page gave details of a Savlon promotion with a two-tier promotion for both consumer and retail. The consumers haven't changed since those halcyon days when Savlon was chemist-only—only gone forth and multiplied. As have the retailers of course!

"Savlon has doubled its annual sales share in grocers during 1980 and now challenges the brand leader in the 500ml size". Whoopee! Perhaps R&C will be obliged to make Dettol chemist-only. They could bulk deliver it by road tanker or by pipe-line. I'm not fussy either way. Naturally we would bottle, label and pack for the smallest of fees in order to save R&C distribution costs.

Now if they repackaged Robinsons' baby foods. . . . Or even if they don't a dump-bin plus empty yoghurt cartons. . . . As I said earlier, this vat '81 is rather strong. ■



So much for child-resistant containers, comments a *C&D* subscriber in Berks, who sent us this example returned by a customer. The hole is just large enough to allow the contents, Stemetil 5mg tablets, to pass through

# Irvine has the right chemistry for Beechams products.

"Beechams have now invested £47m in Irvine with hardly a hiccup or headache.

The company expanded into the town in 1973 with a new pharmaceutical plant and found the coastal environment invigorating for business.

So much so, Irvine was chosen for a second development to process chemicals.

A case of success breeding success.

The main ingredients which attracted Beechams (it wasn't just the beach) are listed below."

For all the facts send the coupon to  
Mike Thomson, Commercial Director,  
Irvine Development Corporation,  
Perceton House, Irvine, Ayrshire  
KA11 2AL. Telephone 0294 214100.

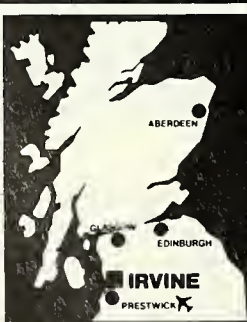
## Irvine

Settle on Irvine by the sea.



Name	_____
Company	_____
Address	_____

C&D



Maximum Government financial incentives including access to ☐ Rent Free Periods of up to 4 years ☐ 22% grant for new Buildings, Machinery and Plant ☐ Industrial derating by 50% ☐ Additional Capital assistance from BSC (Industry) Ltd ☐ Advantageous interest rate loans ☐ Close proximity to Prestwick International Airport, Hunterston Deep Water Port and Ore Terminal ☐ Greenock Container Base and Glasgow Airport within 30 minutes drive ☐ Good supply of skilled labour with an excellent local labour relations record ☐ Two Universities and two degree awarding Colleges of Technology close by. ☐

## Rural closed shop

Mr G. T. Hurst of Ross (Letters last week), given the opportunity, might tell the dispensing doctor that he may dispense for his patients only when he is prepared to dispense all the prescriptions, including the "difficult complicated ointments extempore," which his unqualified assistant cannot comprehend. The pharmacist is left with the odd-ball while the dispensing doctor finds the run-of-the-mill financially rewarding.

To talk of financial viability when cocooned from the realities of life by subsidies and grants from the FPC red book exposes the doctor's attitude of arrogance. The matter is one of qualifications and the case should rest there, with the doctor being allowed to dispense only in very exceptional circumstances.

There are practices dispensing 4,000 items a month. That is totally wrong, denying a pharmacist a living. It is the ultimate closed-shop where one person has a right to print money—prescribing after diagnosing, dispensing and signing the death certificate, with no third party involved or independent testing scheme.

The amazing thing is that such a system has managed to go on for so long and survived into the 1980s. The Pharmaceutical Society has a duty to defend the interests of its members but has not done so in this case.

The credibility of our case to the public does not lie in the implementation of totally uneconomic collection and delivery systems. If required, the viable ones will survive on a supply and demand basis, but I feel it unnecessary to penetrate the unpopulated deepest countryside even if the area is as beautiful and interesting as Herefordshire.

**R. N. Thomas**  
Gwynedd

## Formulary need

The British National Formulary 1981 includes as usual a "Dental Practitioners Formulary" listing those drugs prescribable by dentists. Urgently needed is a "Chemist Contractors Formulary".

Our local group of doctors displays a sign in the waiting room which reads, in effect: "Coughs, colds, constipation and chilblains, consult your chemist." For patients heeding

this advice we can usually supply an effective remedy in the £1 price range, but the elderly, the children, the exempt and Social Security dependents find it difficult to pay.

For these people we should have a coloured prescription pad on which we could supply from the restricted formulary, the pharmacist's signature on the front and the patient's with the address on the back giving ample proof of supply.

For too long have we heard about "dispensing doctors". I suggest that the FPCs seriously consider using the talents and experience of the "consulting chemist".

**Stanley Ackers** (senior)  
Swanscombe, Kent

## No mean feat

Heartiest congratulations to Xrayser for his exquisitely-devised column last week. My suspicions were aroused on a first reading, and reading it through again I just fell about!

How lovely, when looking from page to page to see what horrors each week brings to pharmacy, to come across such a gem—all the better for its poker-faced presentation. A breath of Spring indeed!

**W. David Emmett**  
Bournemouth

## Discount dates

Further to my letter last week (and to be topical and fair) the recent rejection proposals outlined by the PSNC and publicly put to the LPC conference delegates is the correct policy—with one vital omission.

Mr Smith publicly stated that notional pricing by wholesalers was a 3 per cent reduction in discount terms, and that the discounting inquiry must not be retrospective to the original agreed date of October 1, 1980, but only to the date notional pricing ceased—which we now know to be March 1, 1981. Many contractors during this five-month period were receiving negative discounts, and if forced to repay money which they never received would become non-viable. This would lead to a large increase in pharmacy closures, without due compensation. On DHSS estimates (at 3 per cent decrease) this figure could be several millions of pounds.

This point was not included in the

PSNC policy statement to the delegates, nor did the latter bring it out in discussion and it is not included in the subsequent correspondence with the DHSS—a typical example of an initial correct policy not being included in the vital stage of negotiations.

Any possible progressive change of attitude by the PSNC can only be to our advantage, but it is not retrospective so we will have to wait and see. It certainly cannot excuse the many inclusions and exclusions in the PSNC's new charter which are adverse to our future viability and professional status in any new role for general practice pharmacy. A meeting is being arranged locally to discuss—and hopefully clarify—these issues with PSNC.

I fully realise that unity is essential in our present struggles with the DHSS and the present Government. But I know from experience that there is a limit to the price which can be paid for such a united front. We in the City and East London LPC have problems not only with the DHSS but also the PSNC. We must take some responsibility for the fact that such a meeting was not arranged several months ago. Optimistically, however, it is still not too late.

**George Baxter**  
London E13

## Not recommended

I do believe the intelligence of your readers is being seriously challenged by the manufacturers of Seatone.

A double-page-spread advertisement in colour for this product, and not one word as to the claims of the product or for what purpose and conditions we are expected to recommend it. Was this intended to be published for April Fool's Day?

**Clive Caplan**  
Yeadon

Seatone is marketed as a health food and the manufacturers are therefore unable to make medicinal claims for it. However, various reports have been published on the use of green-lipped mussel extract in arthritic conditions, including a letter to *C&D* from workers at Glasgow Homoeopathic Hospital (February 2)—*Editor*.

## Antifungal drug for oral administration

Janssen are introducing an oral antifungal agent which can be used to treat systemic infections as well as infections of the skin and hair and yeast infection of the mouth and gastrointestinal tract. Ketoconazole (Nizoral) is an imidazodioxolane antimycotic with a broad spectrum of activity against dermatophytes, yeasts and other pathogenic fungi.

## Nizoral tablets

**Manufacturer** Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

**Description** White, flat, half-scored, uncoated tablets marked "Janssen" on one side each containing ketoconazole 200mg

**Indications** Treatment of superficial and deep mycoses. In adults Nizoral is indicated for infections of the skin and hair by dermatophytes and/or yeasts (especially when there is involvement of large skin surfaces, deeper dermal layers, hair, or when topical treatment has proved or may prove ineffective), yeast infection of the mouth and gastrointestinal tract including gut sterilisation, systemic mycoses, recurrent vaginal candidosis and chronic vaginal candidosis not responding to topical treatment. In children for systemic mycoses, and severe infections of the skin, hair, mouth and gastrointestinal tract which have not responded to topical treatment. Other indications are maintenance treatment to prevent recurrence in systemic mycotic infections and in chronic mucocutaneous candidosis and prophylactic treatment to prevent infection in patients with reduced immune responses

**Dosage** In adults, for superficial and deep mycoses and prophylaxis—one tablet daily until at least one week after the symptoms have cleared and cultures become negative. May be increased to a maximum of 400mg once daily if a satisfactory response is not obtained. See literature for usual treatment lengths. In vaginal candidosis one tablet morning and evening for 5 days. In children the dosage should be reduced to 50mg or 100mg to give approximately 3mg/kg.

Nizoral should always be taken

with meals as absorption depends on stomach acidity. Concomitant treatment with anticholinergic drugs, antacids and H<sub>2</sub> blockers should be avoided and, if indicated, such drugs should be taken at least two hours after Nizoral

**Contraindications** Pregnancy

**Side effects** Gastric upset (nausea) and rash or pruritus have occasionally been seen

**Packs** 10 tablets (£4.90), 30 tablets (£14.26 trade)

**Supply restrictions** Prescription only  
**Issued** April 1981 ■

## Testosterone ester

Organon are introducing an orally active testosterone ester for the treatment of hypogonadism in the male. Restandol capsules contain testosterone undecanoate which can by-pass the liver via the lymphatic system.

## Restandol capsules

**Manufacturer** Organon Laboratories Ltd, Crown House, Morden, Surrey

**Description** Soft, oval, reddish-brown gelatin capsules marked "DV3" and "ORG" each containing testosterone undecanoate 40mg in an oily solution

**Indications** Treatment of hypogonadal males

**Dosage** Initially, 120-160mg daily for three weeks is normally recommended. Subsequent dosage should be based on the clinical effect obtained during the first weeks of therapy (40-120mg daily)

**Contraindications** Ischaemic heart disease, known or suspected prostatic carcinoma, hypercalciuria, hypercalcaemia

**Precautions** As fluid and sodium retention may occur should be used with great caution in patients with myocardial, renal or hepatic dysfunction, epilepsy, migraine, or hypertension. Stimulation to the point of increasing nervous, mental and physical activities beyond the patient's cardiovascular capacities should be avoided and if priapism or other signs of excessive sexual stimulation develops, therapy should be discontinued. If hypercalcaemia or hypercalciuria develops therapy should be discontinued and it should be avoided in patients with nephrotic syndrome. Barbiturates and phenylbutazone may stimulate testosterone metabolism affecting

dosage requirements. Initiation of therapy and its overall direction should only be carried out by specialists; androgens should only be used in male hypogonadism where low testosterone levels have been noted and should be used cautiously in young boys to avoid possible premature epiphyseal closure or precocious sexual development. Prolonged treatment with some testosterone derivatives has led to tumours and other histological abnormalities and disturbances of liver function

**Side effects** Oligospermia and decreased ejaculatory volume, hypercalcaemia, sodium and water retention, priapism, phallic enlargement and increased frequency of erections in prepubertal males are all side effects of androgen therapy.

Hoarseness of the voice may be the first symptom of vocal change leading to irreversible lowering of the voice.

If signs of virilisation, particularly lowering of the voice, develop, treatment should be discontinued

**Packs** 60 capsules (£12.48 trade)

**Supply restrictions** Prescription only  
**Issued** April 1981 ■

## Ensure foods

Ensure liquid nutritional products will now be available to retail pharmacies through wholesalers. Ensure cans (24, £14.04 trade) and bottles (24, £16.22 trade) each contain 240 kcal in 235ml and Ensure plus cans (24, £16.85 trade) each contain 340 kcal in 235ml.

The Advisory Committee on Borderline Substances has decided that Ensure can be prescribed under the NHS for short bowel syndrome, intractable malabsorption, pre-operative preparation of undernourished patients, treatment of patients with proven inflammatory bowel disease, dysphagia and treatment following total gastrectomy. A decision is still awaiting on Ensure plus. *Abbott Laboratories Ltd, Queenborough, Kent.* ■

## Buscopan packs

Packs of six Buscopan ampoules have been discontinued and will be replaced with packs of ten (£1.81 trade) available during May. The 30-pack will continue to be available for a limited period. *Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berks RG12 4YS.* ■

# YOU WOULDN'T RECOMMEND DRUGS FOR CHILDREN THAT ARE MADE FOR ADULTS.



Travel sickness tablets could be the exception.

They're invariably made in dosage levels for adults.

But it's children who are more likely to be travel sick. And to need an effective remedy.

So keep Joy-Rides in mind. The first travel sickness tablet sold only through chemists and made specifically for children under 15.

So you can recommend them knowing they have the right dosage level for children.

And that unlike most adult remedies, they're pleasant tasting and easy to swallow.

But don't be surprised, if people ask for Joy-Rides by name.

As this year it will be the most heavily advertised travel sickness brand in women's magazines.

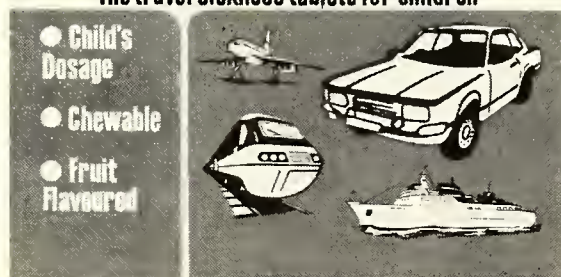
And the first travel sickness tablet ever to be heard on radio—as well as the first to launch a Travellers' Club for children.

Your Stafford-Miller representative can give you details of special trade offers.

And he'll convince you, children aren't the only ones who'll benefit from Joy-Rides.

## Joy-Rides

The travel sickness tablets for children



**THE FIRST TRAVEL SICKNESS TABLETS MADE SPECIALLY FOR CHILDREN.**

# Why Evans?



## 2 Updated Product Range

We are progressively rationalising our wide product range in line with modern dispensing needs.

A number of newer generics have already been introduced as part of a continuing product development programme designed to keep abreast of changing pharmaceutical practice.

Your Evans representative will be pleased to provide further information together with details of special offers.



# Evans

**Run by pharmacists  
for pharmacists**

Evans Medical Limited 891-995 Greenford Road, Greenford, Middlesex UB6 0HE Telephone: 01-422 3434

# COUNTERPOINTS

## Philips holiday additions of hairdriers and hotbrushes

Philips are extending their hair care range in time for the holiday season, with the addition of three lightweight and easy-to-pack pistol hairdriers and three hotbrushes.

To set the mood, Philips have named the new hairdriers Airport 1200, Beach Club 1000 and Voyager 1200 and the hotbrushes Finesse one, Finesse 2 and Finesse 4.

To launch the three hairdriers Philips are running a consumer offer of a voucher booklet worth £45 included in each pack. Hertz are offering up to £21 off their car rentals for a week. Other vouchers include Ladyshave, Philishave, John Collier and Watches of Switzerland. The vouchers will also be included in most of the current Philips hairdriers when existing stocks have been exhausted.

The Beach Club 1000 (HP 4235) is described as a dual voltage hairdrier coming in dark brown with a choice of two heat settings—1000W and 500W. (Approximate retail price: £8.30.) Airport 1200 (HP 4227) has a folding handle and comes in beige. There is a choice of two heat settings—1200W and 600W (£8.40).

Voyager 1200 (HP 4228) combines the benefits of dual voltage and a folding handle. Designed in beige with a choice of two heat settings 1200W and 600W, the Voyager is described as the "Go anywhere" hairdrier (£10.00).

Of the three hotbrushes the Finesse one (HP 4421) comes in the latest



aubergine colour (£5.70) and Finesse 2 (HP 4422) has two detachable styling accessories, one brush and one curling tong. It is available in off-white/green (£9.60).

Finally there is Finesse 4 (HP 4424) £13.20, which has four detachable styling accessories comprising three different sized brushes with hard or soft bristles and a curling tong. Designed in aubergine, the Finesse 4 together with the other brushes is suitable for all voltages between 100V-240V. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.* ■

## Barclay promotion

The Barclay/Enterprise top tier promotion for April includes Silkience, Style, Crest +, Palmolive rapid shave, Simplicity, Vaseline, Cow & Gate, Johnson & Johnson shampoo, Nivea soap and Enterprise toilet rolls. *Barclays, PO Box 97, 19c Orgreave Close, Sheffield S13 9NT.* ■

## Depilatory cream from Vichy

Vichy have introduced a fast acting depilatory cream which they say not only solves the problem of unwanted hair but also the problem of depilatories. Describing the depilatory as non-irritant, with a light perfume to counteract the normal sulphurous odour found in depilatories, Vichy say that it can be used on the face to remove hair from the upper lip or chin as well as any other part of the body. Patch tests are however recommended 24 hours in advance to ensure no sensitive reaction.

The depilatory is available in two



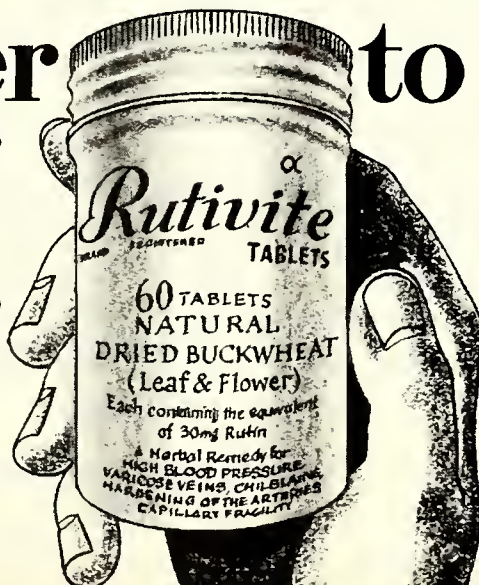
sizes, 75ml (£1.95) suitable for four applications and 150ml (£2.50) for eight applications. A POS unit is available containing the two pack sizes and a Vichy leaflet, "The guide to the removal of unwanted hair". *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.* ■

# The answer to inquiries

## VARICOSE VEINS?

Everyone recognises varicose veins as the all too visible indication of circulatory trouble. At best unsightly, and in a woman an object of embarrassment, they can be a source of pain and discomfort, and may even lead to varicose ulcers. So in offering treatment with Rutivite, the dried leaf and flower of buckwheat containing Rutin, you are helping the sufferer to improved circulation with all the benefits in general health it can bring. Seen as an additional aid to an already well-arranged diet, Rutin in the form of Rutivite tablets should produce lasting benefit. Whilst veins already affected may not disappear, Rutivite can stop the spread of the complaint.

RUTIN PRODUCTS LTD, 8-10 Union Street, Pocklington,



## CAPILLARY FRAGILITY?

Every sufferer from circulation problems knows what it means and may well ask for your advice. So you should know that the capillaries—the tiny ends of the blood vessels—and the blood vessels themselves, can burst under pressure. A stroke might be the worst consequence, or at best disfiguring blue lines under the skin. The condition is one for which Rutin, contained in the leaves and flowers of buckwheat, is particularly suited and most effective, and this is why Rutivite tablets can bring relief to sufferers from this nagging complaint.

York YO4 2JL. (075 92) 2595 & 2734

## Liquid hand-cleanser with pump dispenser to be launched

A fragrant moisturising liquid hand-cleanser, Soap on Tap (£0.95) packaged in a pump dispenser, is to be launched in the UK through Jenks Brothers.

Manufactured by Minnetonka Inc it is claimed to have captured 6 per cent of the American soap market in the first two years of distribution and is outselling such established brands of bar soaps as Camay, Palmolive and Lifebuoy.

Minnetonka say they hold an 80 per cent share of liquid soap sales in the US and claim similar successes are being achieved in, among others, Germany, France, Holland, Switzerland and Japan.

Predicting a similar success in this country, Minnetonka UK distributor Mr Ken Fowler says: "In every country where this product has been launched it has taken the market by storm and has gone straight into the top half dozen selling brands.

"When you consider what a battleground the soap market has been for the multi-nationals and that for some years the overall market has stagnated, it is significant that soft soap (as it is known in the US and on the Continent) has so rapidly established itself as one of the leading brands. By replacing conventional soap, it is clearly meeting a consumer need and is providing a much needed stimulus to the toilet soap market."

Soap on Tap is claimed to be simple and convenient to use with each dispenser holding more than 300 washes. Packaging is described as



giving decorative appeal in a choice of three colours—white, gold and brown—with a cane motif.

Soap on Tap will be supported by an advertising campaign in the women's press, national newspapers and television breaking in June.

*Jenks Brothers Ltd, Castle House, Desborough Road, High Wycombe, Bucks. ■*

## Savlon talc

Savlon baby-care talc is now available in a 250g size (£0.85). *Care Laboratories Ltd., Badminton Court, Amersham, Bucks. ■*

## Diabetic squash available again

Roses diabetic squash is now available from Potter & Clarke in two flavours, orange and lemon. The squash has been re-established under licence from I. Rose & Co Ltd. Available from the end of April, the squash is being advertised in *Balance*. A bonus of 13 for 12 will be available to wholesalers during the launch period. *Potter & Clarke Ltd, 415 Limpsfield Road, The Green, Warlingham, Surrey CR3 9YS. ■*

## Ghia to be won

Wella have designed a competition to promote their Colour Confidence range. The colour combinations competition tests the consumer's skill in mixing various colour combinations and indicating the colour result.

First prize is a five-door Ford Escort Ghia, worth over £5,000, with tilting/sliding screened glass sunroof and radio. For 20 runners-up there will be a "Vogue body and beauty book" signed by the author, Bronwen Meredith. Each entry must be made on an official form and accompanied by a top from a Wella Colour Confidence carton. POS material has been produced in the form of a shelf strip, leaflet dispenser for the entry forms and a show card. Entries must be received by September 30. *Wella (Great Britain) Ltd, Wella Road, Basingstoke, Hants. ■*

## PROFIT C&C CO.LTD.

NEW ADDRESS

OPEN

CUNLIFFE RD.,  
WHITEBIRK EST.  
BLACKBURN  
BB1 5TL.  
LANCS.

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MON. 9-8  
TUES. 9-5  
WED. 9-8  
THUR. 9-8  
FRI. 9-8  
SAT. 9-12

TEL: (0254) 678933/4  
PLEASE RING FOR  
DIRECTIONS OR FURTHER  
INFORMATION.

WILKINSONS  
SWORD EDGE  
£1.90p DOZ.  
PACKS OF 5.

RAPID SHAVE  
£1.79p  
Per 6 200gm.

SUPERDENT  
TABS 30's  
£5.90p PER  
CASE 24

PALMOLIVE  
TOILET SOAP  
£1.04p DOZ  
3 oz.

COLGATE  
TOOTHPASTE  
£2.20p DOZ  
LARGE 50cc

TOP IT UP  
FOAM BATH  
£1.80 DOZ  
500cc

HARMONY  
BEAUTIFUL BODY  
SHAMPOO 125ml  
£1.95p DOZ

BEECHAMS  
POWDERS 20's  
£2.95p  
PER 6.

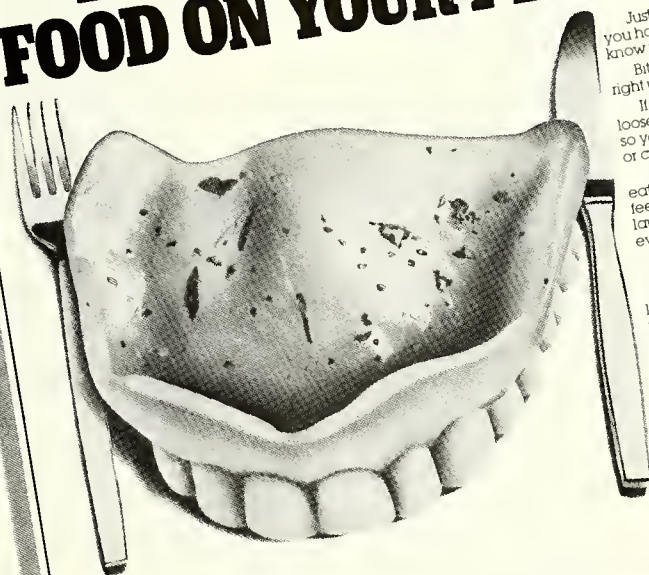
RENNIES  
50's  
£3.78p DOZ.

NORMAN  
HARTNELL  
HAIR SPRAY  
200gm.  
£3.95p DOZ

We offer \* FAST IN AND OUT SERVICE \* BETTER PARKING FACILITIES  
\* CHEAPER PRICES  
\* LONG OPENING HOURS \* FULLY COMPUTERISED  
\* BIGGER AND BETTER RANGE INVOICES ALL ITEMS  
DESCRIBED IN FULL

# Success on a plate.

## DO DENTURES LEAVE YOU WITH FOOD ON YOUR PLATE?



Just try eating anything when you have loose dentures and you know what happens? Bits of food manage to get stuck right under your denture plate.

If that's not bad enough, loose dentures also limit your diet, so you can't eat anything hard or crunchy.

And if they give you problems eating, then they're just as likely to feel awkward when you're laughing or talking. They could even cause soreness.

### WHAT CAN YOU DO ABOUT IT?

If your dentures are extremely loose, then only your dentist can really help.

But if your dentures don't need remodelling, then Super Wernets denture fixative can make a huge difference.

### WHAT IS SUPER WERNETS?

It's a completely safe, tasteless powder made from two scientifically developed adhesives.

Together they provide an invisible layer between your gums and your dentures.

So they're held firmly and

comfortably in place and food can't get trapped under your plate.

### HOW TO USE SUPER WERNETS.

Simply put it onto your dentures after cleaning them and while they're still damp. That's all there is to it.

One application will last all day. To give you all the control you need to talk, bite and chew with total confidence.

So if you do leave food on your plate, it'll be because you don't want to eat. Not because you can't.



**NO ONE HAS TO PUT UP WITH PROBLEM DENTURES AGAIN.**

It's advertising like this that's put Super Wernets on more dentures than any other fixative.

Making it the brand leader—with a share of the market that's already rocketed to 40%.

No wonder we'll be spending even more on this year's campaign. And making really generous trade offers.

All you have to do is carry on ordering and displaying Super Wernets.

Because success breeds success.

## **SUPER WERNETS DENTURE FIXATIVE POWDER.**

## **SUPER WERNETS**

Denture Fixative  
Powder

For superior  
denture control  
and confidence

*"New Metric Pack contains more"*

## 'Magic toothbrush' launched for children by Gibbs

Gibbs are to launch a new children's toothbrush (£0.36) based on the cartoon character "Magic toothbrush" from the Jerry Gibbs series of children's books. Each of the four books in the series carries a different dental message through the adventures of Jerry Gibbs and his talking toothbrush "Magic". Teaching kits comprising display material and the Jerry Gibbs books are already available.

The toothbrushes are available in red, yellow, blue and white with a choice of four different embossed faces of "Magic" on the back of the toothbrush head. Having an easy to hold handle and soft nylon tufts with rounded ends the toothbrush is designed for delicate, young gums. The toothbrushes come mounted on blister cards in a choice of five cartoon illustrations of Jerry Gibbs and Magic, and are available for



POS in sets of twelve on a bright yellow merchandiser base. Discounts are currently available. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.* ■

## Spring promotion

Unichem have introduced a range of sponges, being promoted at competitive prices this month.

For example, normal trade price per dozen bath sponges is £1.82; offer price per dozen, when purchased as part of an assorted order of six dozen, is £1.547, giving a 43 per cent profit on return. The six dozen offer includes a 15 per cent promotional

discount. Orders of less than six dozen attract a promotional discount of 7½ per cent, which still yields a 38 per cent on return.

The range is: Bath sponges in avocado, blue, pink (£0.26); baby sponges in pink, blue, orange; body sponges in pink, blue; toilet sponges in mauve, avocado, kingfisher; and baby wipes in lemon, pink, green. All are shrinkwrapped in dozens, in assorted colours. *Unichem Ltd, Crown House, Morden, Surrey.* ■

## Memo competition

Prizes in the NPA Products' Spring Memo competition include three Ferguson 3V16 video cassette recorders, each worth almost £500, one of which can be won for three consecutive months. Each entry will qualify for the grand bonus draw where three more video cassette recorders can be won.

In addition, the member from the top nine winning entries during the three months in question, who in the opinion of the judge gives in no less than 12 words, the most important reason why chemists should stock NPA own brand products, will receive a homecolour video system, worth £1,400.

An order for ten members packs

qualifies for one entry, orders for 11-20 member packs qualify for four entries, 21-30 for seven entries and orders of over 30 packs, 10 entries.

Entry forms, giving full details of the competition, are to be found in the current and forthcoming Memo's. All winners will be notified by their NPA product wholesaler each month and will be announced in the August Memo *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.* ■

## Syntex correction

Since March 2, the discount on Syntex products has been 12½ per cent and not 12 per cent. Syntex apologise for any inconvenience this error may have caused. ■

## Optrex relaunch Witch Hazel line

Optrex are launching their Witch Hazel line under the name of Rotherwick Natural Witch Hazel (125ml, £0.65). The newly-designed packaging comes in tan, brown and white, "designed to give it greater appeal to the cost-conscious woman, particularly the teenager, who is looking for inexpensive but effective skin care with a natural bias". A counter merchandiser holding six bottles of Rotherwick Natural Witch Hazel will be available to retailers.

*Optrex Ltd, City Wall House, Basingstoke, Hants RG21 2JP.* ■

## Paterson prices

In the past 18 months Paterson Products Ltd have introduced two electronic products, the E250 and the E300 electronic digital thermometers. Now, helped by an increasing level of sales, nett dealer prices have been reduced to £30.00 for the E250 and £22.00 for the E300. *Paterson Products Ltd, 2 Boswell Court, London WC1N 3PS.* ■

## ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Bisodol:	Ln, M, Lc, WW, So
Colgate Dental Cream:	All areas
Crunch n' Slim:	M
Denivit:	Ln, M, Y, WW, So, NE, A
Galaxy tights:	All areas
Germolene ointment:	All except A, B, E
Gillette GII:	All areas
Heinz baby foods:	All except U, We, E, CI
Immac:	Ln, Lc, Y, NE, So, WW
Mudd cleanser:	Ln
Listermint:	All areas
Paddi Cosifits:	All except E
Pears shampoo:	All areas
Philishave:	All areas
Raintree:	Y
Rave soft hairspray:	All except U
Scholl Air-pillo insoles:	A
Sweetex:	All areas
Vidal Sassoon:	All except U, CI, E

# "MUM, ARE YOU SURE NOW AMPLEX IS SO CLOSE?"



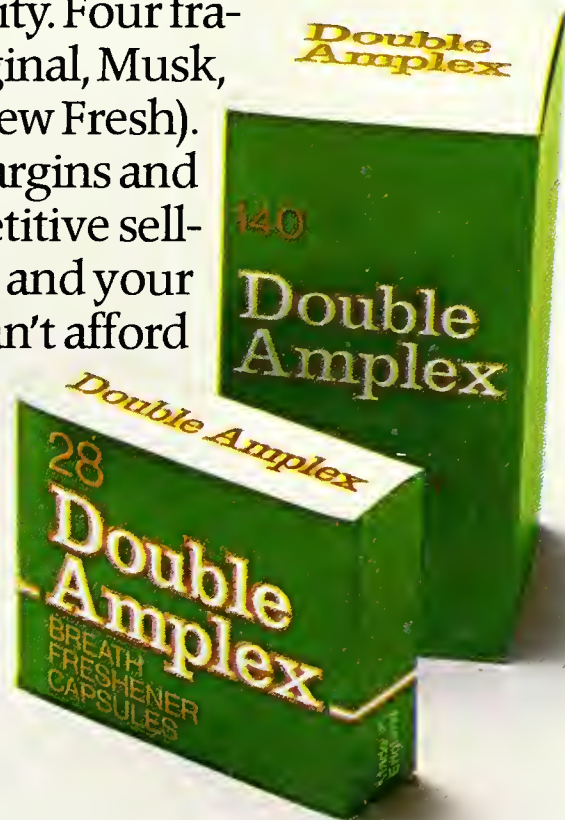
The word is that Amplex is now the fastest growing brand in the highly competitive roll-on deodorant market.

Sales volume is up 44% in only two years.

The reasons for our success?

Top quality. Four fragrances (Original, Musk, Herbal and new Fresh). Profitable margins and a very competitive selling price you and your customers can't afford to ignore.

Look out also for Double Amplex fresh breath capsules. Part of the expanding oral hygiene market. But they're portable.



Ask your Ashe representative for details, or contact J. C. Brooke, General Sales Manager, Ashe Laboratories Ltd., Leatherhead, Surrey KT22 7JZ.

## AMPLEX BUILDS BUSINESS



— A LITTLE SPLASH IN THE BLUE REALLY TONES UP YOUR FACE. —



**WHO'S GOING TO  
MAKE YOUR CUSTOMERS  
A SOFT TOUCH?**



**PHILIPS**

# Massive TV campaign.



From May 4th your customers will be seeing the successful 'eye-pencil' commercial. 78% of all women will see it around 5 times over four weeks.

## Attractive display support.

Ask your Philips Small Appliances rep about the high quality POS items available—and display them to your best advantage.



### **PHILIPS.THE BIGGEST NAME IN SMALL APPLIANCES.**

PHILIPS are the biggest small appliance company in the UK.

PHILIPS Small Appliances have five major brand leaders—Philishave, Ladyshave, Fan Heaters, Health Lamps, and Heated Food Servers.

PHILIPS spend more on supporting their products than anyone else.

PHILIPS S.A. are putting £5 million behind their name in 1981.

### **The Philips Small Appliances collection:**

Philishave® Electric Shavers, Ladyshave, Hairdriers, Health Lamps, Sunlamps, Solaria, Suncouch, Fan Heaters, Convector, Electric Under-blankets, Clocks, Coffee-makers, Toasters, Irons, Blender, Knife Sharpener, Citrus Press, Can Openers, Food Mixers, Gas Lighter, Window Fan, Hostess Trolleys, Trays, Cabinets and Cook 'n' Serve.

Philips Small Appliances Division, Drury Lane, Hastings, Sussex TN34 1XN.



PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
	10 MG	500	£4.00	x 500
FOLIC ACID TABLETS BP	5 MG	1000	£2.50	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£3.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£3.00	x 1000
		5000	£13.50	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£2.40	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£2.40	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PENICILLIN V-K TABLETS BP	250 MG	1000	£12.50	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£3.00	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISON TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.50	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.90	x 1000
PROPRANOLOL TABLETS BP	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
	160 MG	100	£8.42	x 100
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG	100	£4.50	x 100
		250	£11.50	x 250
		500	£22.00	x 500
		1000	£43.50	x 1000
SOLUBLE ASPIRIN TABLETS BP	300 MG	50	£0.22	x 50
		100	£0.35	x 100
TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£6.00	x 500

# EMPTY, HARD 2 PIECE GELATIN CAPSULES

Size	Price per 100	Price per 1000	Price per 1,000 for Orders over 5,000
000	£2.50	£17.00	£15.00
00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
3	£0.85	£4.00	£3.50
4	£0.80	£3.75	£3.30
5	£0.75	£3.50	£3.00

Name \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

Orders under £10 are charged 75p post & packing

PLEASE USE STAMP OR LABEL TO SHOW NAME AND ADDRESS CLEARLY AND SIGN ORDER

FREE POST

NO STAMP REQUIRED

FREE POST

M. A. Steinhard Limited

FREE POST, LONDON NW10 17A.

Tel: 01-965 0194 Telex: 8952939

**SETTLEMENT TERMS**

5% discount for cash with order  
or payment within 7 days  
of receipt of invoice.

**QUANTITY DISCOUNT\***

10% off Orders £100 and over  
\*Quantity discount is not available  
on Bonus Offers.

**ACCOUNTS**

30 days nett.

**MAKE MAXIMUM USE OF SETTLEMENT TERMS AND QUANTITY DISCOUNT**

PRODUCT		LIST PACK	LIST PRICE/PACK	QUANTITY REQUIRED
<b>ASCORBIC ACID TABLETS BP</b>	100 MG	100	£0.30	x 100
	200 MG	100	£0.45	x 100
	500 MG	100	£0.95	x 100
<b>ASPIRIN TABLETS BP</b>	300 MG	25 x 1dz	£0.98 per dz	x 1dz
		100 x 1dz	£1.80 per dz	x 1dz
<b>PARACETAMOL TABLETS BP</b>	500 MG	25 x 1dz	£1.96 per dz	x 1dz
		50 x 1dz	£2.95 per dz	x 1dz
		100 x 1dz	£4.80 per dz	x 1dz
		1000	£3.50	x 1000
		5000	£16.95	x 5000
<b>FERROUS GLUCONATE TABLETS BP</b>	300MG	100	£0.25	x 100
		1000	£1.95	x 1000
		5000	£9.50	x 5000
<b>ZINC AND CASTOR OIL CREAM BP</b>	<b>NEW RANGE</b>	100 GMS	£2.90	x 10
		250 GMS	£5.70	x 10
		500 GMS	£1.15	x 1

**BONUS! BONUS! BONUS!**  
**NOW ONE PLUS ONE FREE**

**YOU WILL RECEIVE 1 FREE BONUS PACK FOR EVERY PACK ORDERED  
ON THE PRODUCTS PRINTED IN A RED BOX.**

PRODUCT		PACK	LIST PRICE PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50	£1.10	x 50
		500	£8.25	x 500
AMITRIPTYLINE TABLETS BP	10 MG	1000	£4.90	x 1000
	25 MG	1000	£9.50	x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£15.00	x 500
		1000	£30.00	x 1000
	500 MG	250	£15.00	x 250
		500	£30.00	x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.50	x 500
ASPIRIN & CODEINE TABLETS BP		25	£0.33	x 25
		50	£0.52	x 50
		100	£0.92	x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100	£0.35	x 100
		1000	£3.00	x 1000
	5 MG	100	£0.45	x 100
		1000	£4.25	x 1000
BENZHEXOL TABLETS BP	2 MG	100	£0.60	x 100
		1000	£5.45	x 1000
	5 MG	100	£1.20	x 100
		1000	£10.95	x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50	£0.20	x 50
		500	£1.85	x 500
CHLORPROMAZINE TABLETS BP	25 MG	500	£1.45	x 500
	50 MG	500	£2.70	x 500
	100 MG	500	£4.40	x 500
CHLORPROPAMIDE TABLETS BP	100 MG	250	£3.00	x 250
	250 MG	500	£11.00	x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100	£1.50	x 100
		250	£3.75	x 250
		500	£7.50	x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100	£2.60	x 100
		250	£6.50	x 250
		500	£12.50	x 500
		1000	£24.80	x 1000
CODEINE PHOSPHATE TABLETS BP	60 MG	100	£5.20	x 100
		250	£13.00	x 250

WATCH  
OUT  
FOR OUR  
BIG  
SPLASH  
IN THE  
WOMENS  
PRESS.

—THE AD. OPPOSITE WILL SOON BE APPEARING IN WOMENS MAGAZINES.—

# COUNTERPOINTS

## Male toiletries from Parfums Weil

Parfums Weil are to introduce a male line of toiletries, WH for men.

"During the past few years, the use of perfumed products for men has increased considerably. There are two main factors: on one hand, such products are used purely for hygienic reasons and, on the other,



they are applied as a social habit and follow the dictates of fashion. Between these two types of consumer exists a third—the man who uses

unperfumed products for his own pleasure."

Described as being composed of natural fragrances and selected herbs which "confer on the user a dynamic and vibrant effect with the base notes giving a feeling of solidarity and virility", the range is available as eau de toilette (£6.95-£15.75), aftershave (£5.95-£9.95), deodorant (95ml, £5.50) and soap (100g, £1.95). *E. G. Perrot & Co Ltd, Magnolia House, 160 Thames Road, Chiswick, London W4 3RG.* ■

## Another step forward!



### 4 Exciting new Meal Occasions

- Spring Vegetable Dinner
- Summer Salad Variety
- Autumn Fruit Harvest
- Winter Vegetable Casserole

The pick of the 4 Seasons' crops.  
Ready to enjoy every day – all the year round.

See your Milupa representative for special introductory offers.

**milupa**

The new generation of Baby Foods

Milupa Limited, Milupa House, Hercies Road, Hillingdon, Middlesex UB10 9NA. Telephone: Uxbridge 59851

## Sahara Summer from Mary Quant

Sahara is the Mary Quant make-up look for Summer comprising two more than moisture pearlised shades, sultry sun and sultry shade (£2.50), colour up cream blusher in parched ice and sahara spice (£2.50), dusty apricot and desert peach eye gloss (£1.65) and sand storm and cool cactus soft focus powders (£1.50). *Mary Quant Cosmetics, Hook Rise South, Surbiton, Surrey KT6 7LU.* ■

## Pupa eyeshadow in eight colours

The latest introduction to the Pupa range is waterproof eye make-up, Supershadow, in eight colours (£2.95).

The shadow is presented in a two pot holder with a tiny drawer containing a mirror and sponge applicator. One pot holds the iridescent, colourless, waterproof cream base containing wheat germ oil, camomile extract and ginseng extract; the other pot holds the micropearled colouring which blends with the cream. The colouring is added a few seconds after the cream, as much as is needed to achieve the desired shading. Each micropearl colour can be shaded with another of the eight colours or with standard compact eye shadows, and can be highlighted with a second cream application over the colouring. A display stand holds testers.

Pupa have also brought out a handbag duo containing a black waterproof mascara and a remover (£3.90, refills of either mascara or remover £1.95), *Thomson and Joseph Ltd, Castle House, 21 Davey Place, Norwich NR2 1PJ.* ■

# COUNTERPOINTS

## Wilkinson launch household scissor

Wilkinson Sword are to add a household scissor to their existing range. The scissor with a pointed, rounded blade and orange moulded handles, will be available with an introductory offer of £1.00 off the recommended retail price of £5.50.

A header card to fit the existing Wilkinson Sword scissor bars will be available, together with an explanatory leaflet for all stockists. Packaging is blister cards which are packed in outers of 10. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP1 3EJ.* ■

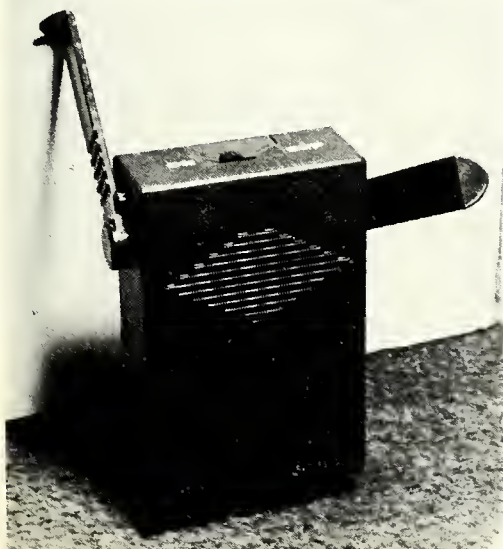
## Travelling security

The Little Sentry is a security device for the travelling public and launched to coincide with the 1981 holiday season.

The best use for the unit, say CBS marketing, is to place it behind the hotel room door on retiring for the night. If the door is opened by an intruder the unit tilts, triggers the magnetic contacts and emits a piercing howl.

Capital suggest that the product is best displayed alongside sunglasses and sun-tan lotions as a holiday accessory, also that promotional posters are available on request.

The units take two AA size, 1.5 volt batteries and is expected to retail at £6.99, (in display cartons of 10, £35.50; ten cartons, £348.00 trade.) Terms and delivery from *Capital Business Systems Ltd, Eagle House, High Street, Wimbledon Village, London SW19 5EF.* ■

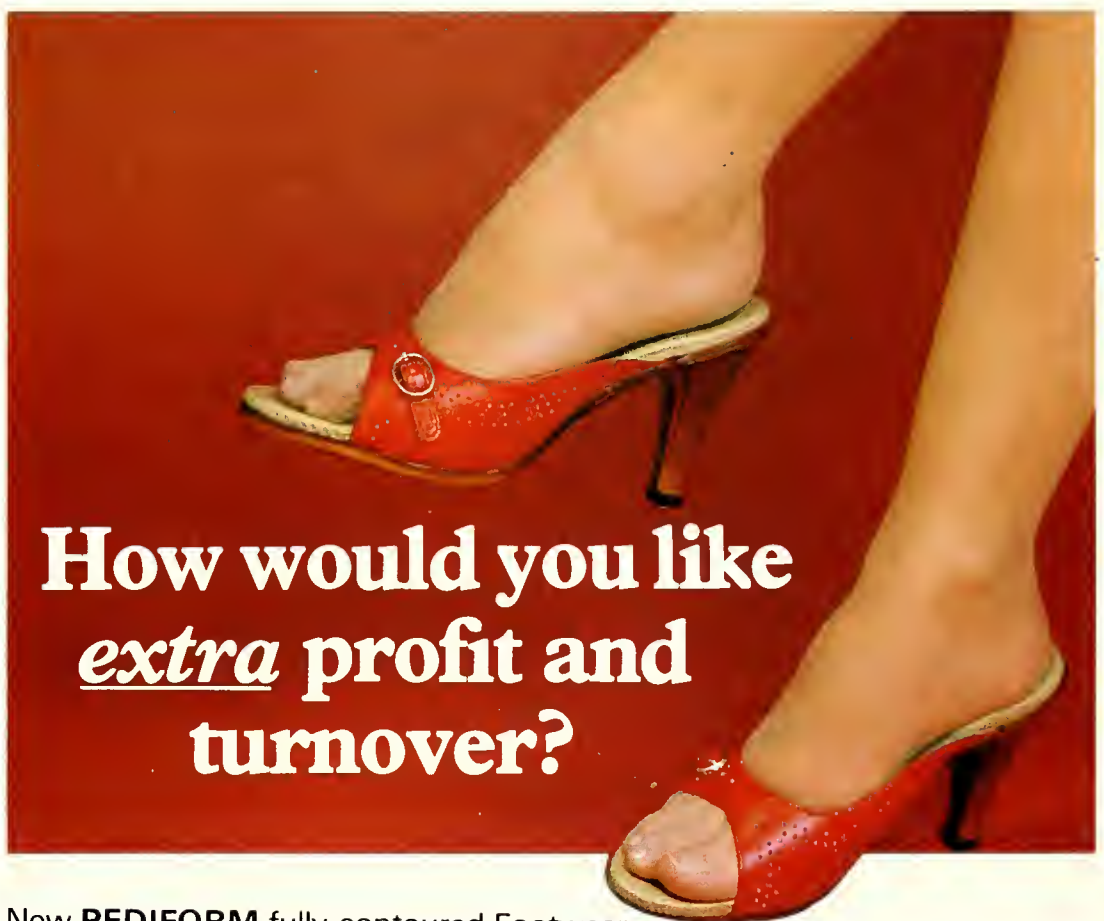


## Creme bath in six fragrances

A creme bath (50ml, £1.75) is to be added to the Chelsea Flowers soap range. Available in the six Chelsea Flowers fragrances of lily of the valley, lavender, English rose, carnation, freesia and gardenia, the creme bath comes packaged in colour co-ordinated cartons with the fragrance illustrated by floral designs



on postage stamps. Bottles are frosted glass with labels repeating the carton illustration. *Norton of London Ltd, 155 Merton Road, London SW18 5EG.* ■



New **PEDIFORM** fully-contoured Footwear offers you the opportunity for just that!

### Extra profit and turnover

**PEDIFORM** Footwear features fashion styles designed specifically for sales through Chemists — **and only Chemists**. In fact, the **PEDIFORM** range is made in Australia by the Leader of the Footwear market in Pharmacy outlets. Many Australian Chemists **enjoy over 10% of their O.T.C. sales with PEDIFORM.**

### PROMOTIONAL SUPPORT

**PEDIFORM** provides  
Window Banners  
Point of Sale Aids  
Counter Leaflets  
and Training of  
Pharmacy Assistants.

*Put your best foot forward with Pediform*

*PEDIFORM — not just a product but a programme developed to sell Footwear to Consumers through Pharmacy.*



Contact the  
U.K. Distributor:  
**De Witt International Ltd.,**  
Seymour Road,  
London, E10 7LX.  
Tel: 01-539 3334

# The prizes.

There is nothing artificial whatsoever about this lovely bracelet and matching ring set.

The diamonds, all 8 of them, are real. So is the 9-carat gold.

If you've got a female assistant you can bet your boots she'd love to wear it.

Or, because there is

only one rather expensive bracelet and ring set, wearing one of fifteen equally beautiful twist rings.

Great. But what does the Boss get?

Well at the bottom of the page is a genuine leather monogrammed briefcase that would be a great prize with nothing in it.



This one, however, happens to be crammed full of money. A lot. £500.

The bad news is that there is only one briefcase.

The good news is that there are 25 digital wrist computer watches for the people who almost won the briefcase.



# The catch.

Not a bad catch, this.

Because to get the chance to win the prizes, all you have to do is take our new eye-catching Optrex packaging, our new arresting display.

Which is something you would want to do anyway.

Because the only eye solution and the leading eye drop will be more noticeable than ever.

People with eye problems will be drawn to it faster than before.



And more people will be drawn to it because our massive advertising campaign will be sending more people your way.

So get the chance to win really good prizes by getting involved in what's good for your business.

Your Optrex representative has all the details, so talk to him soon.

Or phone (0256) 57272 and ask to speak to Andy Imms.



City Wall House, Basing View, Basingstoke,  
Hampshire RG21 2JP. Telephone (0256) 57272.



# COUNTERPOINTS

## J&J on-pack offer of Charlie make-up

Four Charlie eye shadows are being offered free by Johnson & Johnson on special cotton bud packs. Consumers collect five on-pack tokens and can then send off for the quartet. One token is carried on the 20s cotton buds pack; two on the 60s, three on the 100s and four on both the 120s and 200 packs. POS shelf strips and counter units will be available to support the promotion. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■



## Factor announce new fragrance

Max Factor announced a new fragrance at the Missoni fashion show in Milan recently. The fragrance will make its initial debut in "selected department and speciality stores" in the USA and Europe, in September. There will be a perfume, perfume spray, cologne and cologne spray. The marketing programmes have been under the joint supervision of Missoni and Max Factor. *Max Factor Ltd, 16 Bond Street, London W1A 3AH.* ■

## Topal distribution

From May 1, Topal previously distributed by De Witt International Ltd is to be distributed by *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts WD3 2DA.* ■

## POS and advertising push for Natrodale

POS material promoting the Natrodale range of vitamin and mineral supplements—now available in the company's house colours of two greens and white—comprises window stickers, door stickers and a

*Kimberly-Clark are offering a Hercules Bear cuddly toy in an on-pack offer on Kleenex family toilet tissue. The 16in brown fur replica of Hercules is available for £5.25 and two proofs of purchase*

free-standing counter, shelf or window display.

General Nutrition propose to introduce 30 new Natrodale products over the coming months, backed by advertising in the specialist consumer Press. Trade promotions are also planned says the company which is currently conducting a consumer media test with a view to launching an advertising campaign later this year. *General Nutrition Ltd, Chestnut Close, Potten End, Berkhamsted, Herts, HP4 7RN.* ■

## New West Metallics for a Revlon Summer

New West Metallics featuring nine shades is the Revlon Summer collection. With three new bold frosted lipsticks (£2) and matching nail enamels (£1.85) in silver bolt rose, western copper and goldspun red, with fuschia and frosted bronze face gleamers (£3.50) and golden rose face and body shimmer (£2.50), the collection will be available from June. *Revlon International 86 Brook Street, London W1.* ■



## Fragrance for Sanilav

Jeyes Ltd are introducing a new fragrance to liquid Sanilav—claimed to be the first liquid toilet cleaner launched into the £42-million combined bleach and lavatory cleaner market. The fragrance adds a new dimension to the product which now helps deodorise the toilet and freshen the air, in addition to cleaning.

To support the change of formulation, the pack design has been changed, the bottle is now dark blue to emphasise the colour of the liquid and the graphics incorporate a "fresh fragrance" flash.

Jeyes' product group manager, Graham Walkinshaw, says: "Since we launched the product 18 months ago, the market for toilet cleaners has expanded by 15 per cent with liquid accounting for 30 per cent of sales." *Jeyes UK Ltd, Brunel Way, Thetford, Norfolk.* ■

## Remington refunds for consumer

Remington are offering consumers a "No trade-in trade-in" which says: "If you don't agree the Remington Micro Screen shaves as close as a blade, then return it within 30 days for a full refund; if you do agree that it shaves as close as a blade, then return your warranty slip and sales receipt within the same 30 days for a £2 refund." The shavers or receipts are to be returned direct to the company. The offer starts on April 13 and runs until May 31, supported by radio and Press advertising. *Remington Consumer Products Ltd, Apex Tower, Malden Road, New Malden, Surrey.* ■

## Pets corner

Canovel and Catovel insecticidal collars have been repackaged and are now available in brown or black. An introductory offer of 20 per cent is available until the end of April.

Also, the 12.5kg bags of Wilson's dog meal have been replaced by 10kg bags with an updated design. *Beecham Animal Health, Beecham House, Brentford, Middx TW8 9BD.* ■



## Why you should go for a slim waistline.

This is the shape of feeding bottle sales. The highly identifiable shape of a Freflo polycarbonate bottle.

This year we're promoting bottles in a bigger way than ever before with colour pages, in all the mother and baby magazines.

The shape focuses attention on the many important features that set Freflo apart.

Like the rimless neck that's more hygienic and easier to clean. The polycarbonate surface that's fully boilable and virtually unbreakable. And the choice of teats which develops through all stages of feeding.

Make sure your customers are able to get hold of Freflo, the feeder with the slim waistline, by ordering your supplies early.

**NURSERY**

by Griptight

Little things mean a lot.



# Straight numbers

No, it's not a brand new product.  
It's the same Heinz Low Calorie  
soup that's been top of the charts  
for years. What's new  
is the name.  
SlimWay.

In research, housewives found  
our new pack more attractive and  
eyecatching.

And more immediately recog-  
nisable as a slimming product.

And when we  
relaunched our



# nt in at r one.

Low Calorie Salad Dressing under the SlimWay name in 1979, sales rose by a hefty 20%.

This year, we're spending a massive £2 million on advertising for the SlimWay family.

With over £1 million

going behind our soups in our biggest ever T.V. and press campaign.

Place your orders for SlimWay soups now.

By the summer, they'll be breaking all records.



# Packed with even more appeal.

'Kodak' film always goes down well with your customers. But these special offer multi-packs add even more appeal.

'Kodacolor' film twin-packs, for example, offer a full £1 refund on D & P. Provided, of course, your customers have their prints made on 'Kodak' paper. The offer must close on July 17, 1981.

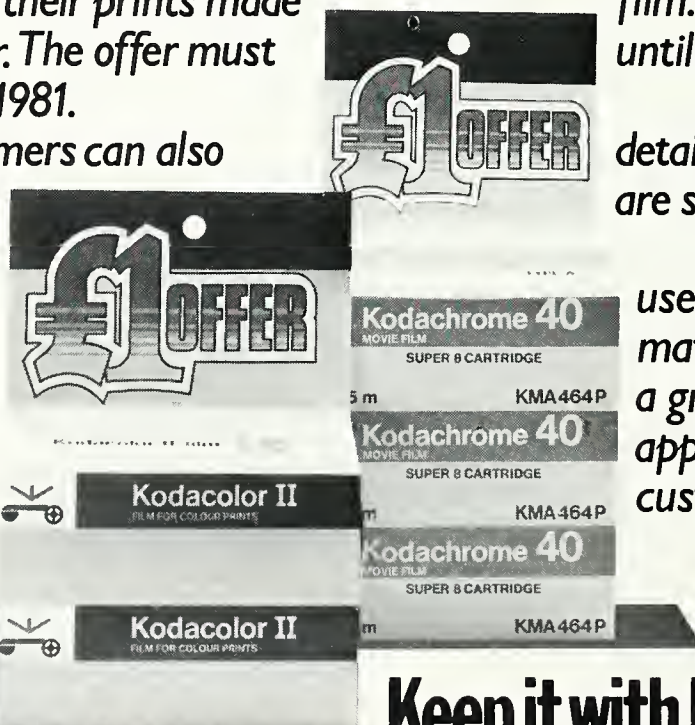
Your customers can also collect a £1 refund on tri-packs of 'Kodachrome' movie film. With the prospect of a



50p bonus if they buy just one extra film. This offer is valid until September 30, 1981.

Full qualifying details of both offers are shown on the packs.

Make sure you use the special display material. You'll find it a great help in appealing to your customers.



**Keep it with Kodak.**

Kodak, Kodacolor and Kodachrome are trade marks.



## C&D review: going upmarket with Ricoh

Despite the penetration of the 110 format into the market, in simple as well as in advanced types of camera, the 35mm "compact" now seems to be gaining more support. Were it not, then there would certainly not be so many new models appearing at the present time. In a recent camera review in *C&D*, reference was made to the advantage of the 126 format with its larger picture area.

The original 35mm full-frame format—24×36mm—has still greater advantages in this connexion, although it does not have the prime convenience of drop-in instant-loading with a cartridge, of which first the 126 and then the 110 were innovative examples.

Since it is the degree to which a picture needs to be enlarged that is one of the keys to overall quality, both in black and white and in colour more especially, it may be worth while recalling that a 110 image measures 14×17mm and has an area of 238sq mm. 35mm, on the other hand, has an area of 864mm—a difference of 3.6 times. This is quite a significant increase that makes its value obvious when comparing enlargements from two sets of different negatives. At the same time material and processing charges are not markedly different.

One of the newer compact 35mm cameras to have been tested was the Ricoh 500 ME. It has many features and accessories which could commend it to a discriminating buyer with about £50 to invest. It has both

mechanical and electronic built-in controls that contribute to its ease of use, while the results are of quite a high order, based on exterior and interior tests in black and white and colour (slides). For the black and white tests E-K Panatomic-X film was used, processed as usual in Acuto developer; for the colour tests Tudorchrome 100 colour slide film was used. All showed a creditable standard of excellence, under all conditions.



This Ricoh has a variety of features that should be attractive to the newcomer to photography. In the first place, a very simple mechanical lever or feeler senses when a cartridge of film is put in, and indicates on the top-plate, by means of a red signal, that the camera is loaded. When the film is wound on and the shutter thereby set, another red signal shows that this has been done, so that, until the pair are visible the camera is not ready.

The camera may be used in either of two ways—entirely automatically, with photo-cell control of the iris



diaphragm, or manually, when both aperture and shutter speed are set by the user but still with the aid of a metre-needle indicator on a scale lying vertically at the right-hand side of the large view-finder. In this second mode the letter "M" appears at the bottom left-hand corner of the finder.

The focusing scale reads from infinity down to just under 3 feet and is also calibrated in metres. In the centre of the bluish finder-field there is a yellow diamond for the coincident rangefinder system. The shutter has speeds from "B", one/eighth and down in the usual halving steps to one/fivehundredth second. There is also a delayed-action release.

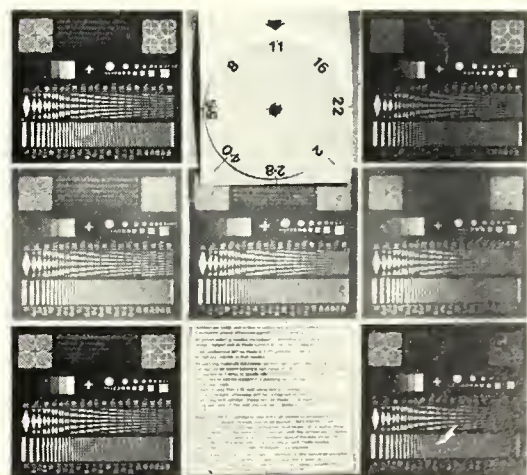
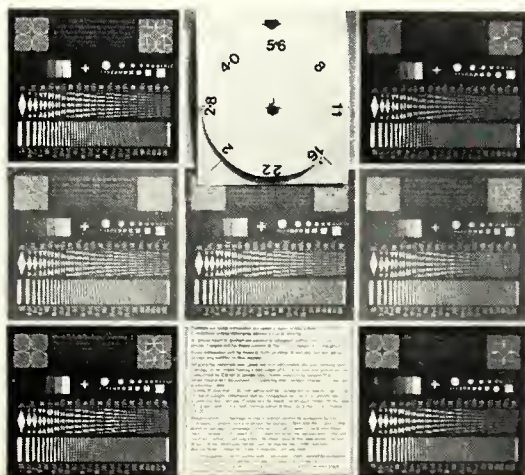
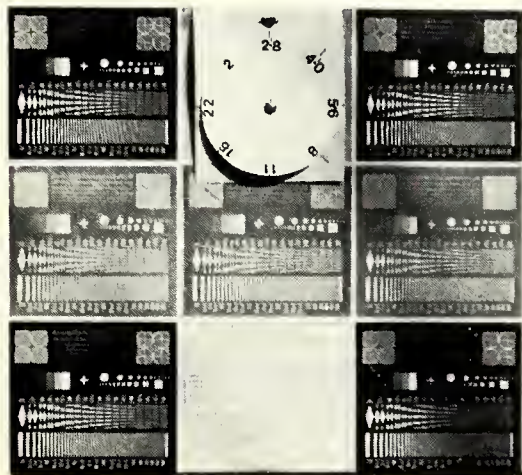
However, the unusual feature of this model is that referred to as ME in its name, signifying multiple exposure. On the front face of the body, at the bottom right-hand corner, there is a small slider (with a tiny red protective button) that is used for re-setting the shutter without moving-on the film. With this aid it is thus possible to make one or more supplementary exposures on the same frame.

Two other safety devices that should be noted are a simple shutter release-button lock and another small red button, marked "BC" for checking the state of the battery which powers the electronic system.

The camera sits comfortably in the hands despite its relatively small size and is easy to use with confidence. But, strangely enough, it becomes even handier when the spring-driven motor-wind is added.

*Continued overleaf*

*The 500/ME proves its quality on a Paterson lens-testing chart—left to right at f/2.8, f/5.6, f/11*



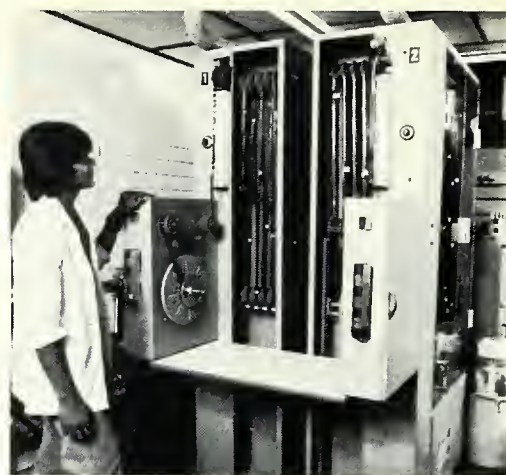
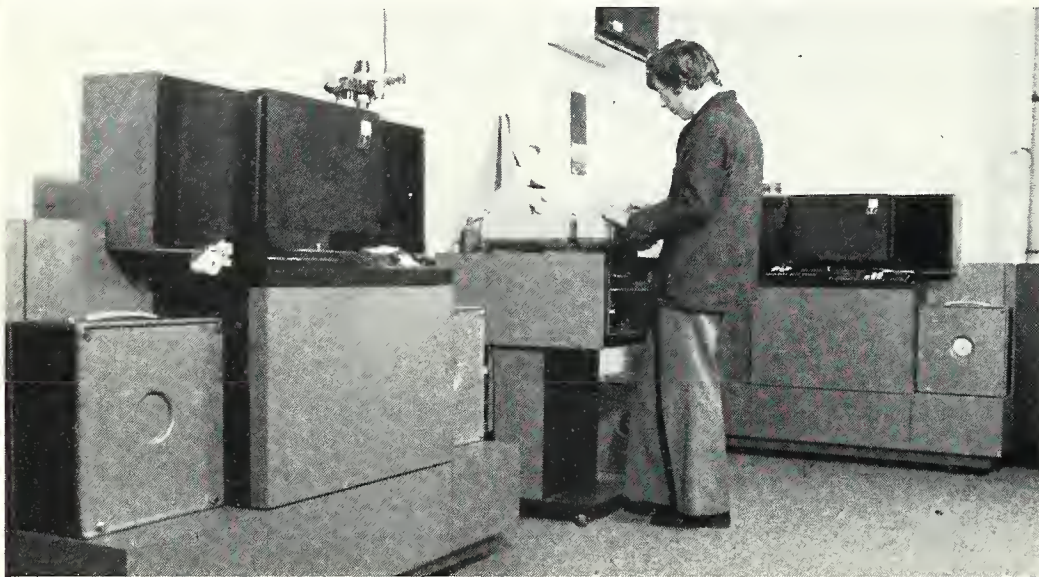
## Photofinishing today— how times have changed

Gone are the days when D&P was successfully carried out in old ebonite submarine-accumulator tanks with individual film-hangers. Developing and fixing was generally done in conditions that were never really clean by any standards. Scintillating hypo-crystals added sparkle to the surroundings.

As a long-ago example, at the back of a pharmacy in Eire, one set-up was found in a disused WC (facilitating disposal of waste-

*This report was compiled with the help and co-operation of Tudor Photographic Group Ltd. All illustrations relate to Tudor laboratories and special thanks go to Michael de Semlyn, chief executive, and Melanie Lilly, public relations department*

products) with a safe-light of red waxed-paper from a paper packet pasted to the diminutive window.



*Refrema C41 continuous processor*

The visit was made because of complaints to the film-manufacturer of that time that his new panchromatic roll-film was always fogged, especially in the busy summer.

Other changing conditions mean that no longer can a dealer's personal knowledge of his customers make order identification simple. Current throughput of processing is counted in thousands of rolls or cassettes rather than in 10's, bringing with it the need for highly-sophisticated mechanisation in order to avoid what would otherwise be a very labour-intensive operation, with correspondingly high costs to the customer.

However, if machines are to replace humans, then their control must be as reliable (and, also, inevitably as complex) as can be

*Continued on p699*

*Two Kodak 2610 computerised printers. Each machine has an output of approximately 9,000 prints per hour*

## C&D review

*Continued from previous page*

This accessory simply screws on to the underside of the body, without any special adaptation, by means of a protruding tripod-screw. Tripod mounting is not lost as there is a second tripod-bush on the underside of the motor unit.

The motor-drive is wound up by means of a fold-out crank-handle; this provides for about ten exposures at a rate of slightly better than one-a-second.

The second accessory which merits mention is the very small SL 121A electronic-flash, powered by a 1.5 volt, size AA alkaline battery. It is calibrated for 100 and 400 ASA film speeds and has an automatic sensor for correct light-output. The unit plugs on to the top of the camera by means of the conventional hot-shoe fitting. Recharge time is about 10 seconds. The useful working distance with 100 ASA material is

approximately 13 feet maximum and with 400 ASA about 26 feet.

In view of the sophisticated style of this camera, rather more technical tests were made with it, using a Paterson Lens-Testing Chart. This chart is easy to use, either by a dealer or by his customer and the results can be verified with the aid of the instruction-book which comes with the chart itself. The illustration shows three small

sections cut from five diameter enlargements, off-centre on a diagonal. The limitations of magazine printing processes will obviously not reveal to the full the definition which was obtained, but as an indication, the small print in the centre panels in the bottom row of squares could be read quite easily with a hand-magnifier. In the negatives of course, the images under a low-power microscope are very crisp indeed. ■

### **Ricoh 500 ME 35mm Camera—**

**Country of Origin:** Taiwan, ROC

**Exclusive distributor:** Japanese

Cameras Ltd., Hempstalls Lane,

Newcastle, Staffs ST5 0SW.

Tel.: (0782) 615131.

**Lens:** Color Rikenon, 40mm f/2.8, focusing, infinity down to 3 ft.

**Shutter:** B,  $\frac{1}{4}$  down to 1/500th second.

**Features:** Either automatic or manual mode operation, coincident rangefinder, multiple exposures on a frame.

**Accessories, with camera:** Ever-ready case and shoulder-strap.

**Dimensions:** 4 $\frac{1}{2}$ ins × 3 $\frac{1}{4}$ ins × 2 $\frac{3}{8}$ ins.

108mm × 82mm × 60mm.

**Weight:** 14 ounces; 397 grammes.

**Suggested retail price:** £49.95.

**Availability:** Immediate.

**Electronic-flash unit—**

**Dimensions:** 1 $\frac{1}{2}$ ins × 1 $\frac{1}{4}$ ins × 2 $\frac{3}{4}$ ins (ht). 38mm × 32mm × 70mm.

**Weight:** 3 ounces; 85 grammes.

**Suggested retail price:** £12.95.

**Motor Drive—**

**Dimensions:** Adds 1 $\frac{1}{4}$  ins to depth of camera.

**Weight:** 6 ounces; 170 grammes.

**Suggested retail price:** £14.00

We are the leading supplier of photographic products to independent retail chemists and distributors for all major manufacturers.

Our branches offer a fast delivery service for films, flash products, batteries, inexpensive cameras and photographic accessories. And a comprehensive range of more expensive equipment is

available from our Central Photographic Store at Luton. Products not stocked locally can normally be delivered within 10 working days and in many cases sooner.

Every month we offer special promotional discounts on selected fast-moving products. Our representatives always have full details.

# need photographic products...



For information on stock available contact your local Vestric branch or the Central Photographic Store at

**Vestric Limited**  
Cosgrove Way Trading Estate  
Luton, Beds LU1 1XL  
(Tel. 0582-417485).

Other enquiries should be directed to the Photographic Products Manager at

**Vestric Limited**  
**Photographic Marketing Dept**  
Stonefield Way  
Ruislip, Middlesex HA4 0PR  
(Tel. 01-845 2323).

## Vestric

# Why these three important products earn your recommendation



Simply, because they're the right products for the three types of cough you and your staff most commonly encounter in the pharmacy.

**Benylin\* Expectorant** for the chesty cough with congestion, **Benylin\* Fortified Linctus** for the dry, tickly cough, and **Benylin\* Paediatric**, specially formulated

for children up to 12 years.

But the three Benylins are much more than a good professional recommendation. They're established, well-accepted by your customers, and an important source of profit to the pharmacy. No wonder they're the clear leaders in their field.

## PARKE-DAVIS

part of the Warner-Lambert Group

good products for you and your customers

#### Active Ingredients:

**BENYLIN EXPECTORANT:** Diphenhydramine HCL B P 14mg, Ammonium Chloride Ph Eur 135mg, Sodium Citrate Ph Eur 57mg, Menthol B P 1.1mg  
**BENYLIN FORTIFIED LINCTUS:** Diphenhydramine HCL B P 14mg, Dextromethorphan HBr B P 6.5mg, Sodium Citrate Ph Eur 57mg, Menthol B P 1.1mg  
**BENYLIN PAEDIATRIC:** Diphenhydramine HCL B P 7mg; Sodium Citrate Ph Eur 28.5mg; Menthol B P 55mg  
**Indications:** BENYLIN EXPECTORANT: BENYLIN Expectorant makes the chesty cough more productive by loosening tenacious bronchial mucus. It combats the congestive symptoms that frequently accompany a cough, and reduces bronchial and nasal congestion. BENYLIN Expectorant is

indicated for the relief of cough and its congestive symptoms. BENYLIN FORTIFIED LINCTUS is indicated for the relief of coughs, especially the dry, irritating cough. BENYLIN PAEDIATRIC is indicated for the relief of cough and its congestive features. It is specially formulated for children between 1 and 12 years.  
**Dosage:** BENYLIN EXPECTORANT: Adults: one or two spoonfuls every two or three hours. Children 1-5 years: 2.5ml every 3-4 hours; 6-12 years: one 5ml spoonful every 3 or 4 hours.  
 BENYLIN FORTIFIED LINCTUS: Adults: two 5ml spoonfuls every 4 hours. Children 1-5 years: 2.5ml every four hours; 6 to 12 years: one 5ml spoonful every 4 hours.  
 BENYLIN PAEDIATRIC: Children 1-5 yrs: one 5ml spoonful every 3 hours; Children 6 years and over: two 5ml spoonfuls every 3 hours.

**Side Effects/Warnings:** All three preparations may cause drowsiness. If affected the patient should not drive or operate machinery. Avoid alcoholic drink. Not recommended for use in pregnancy.

**Cost:**  
 BENYLIN Expectorant £0.516 per 125ml, list ex V.A.T.  
 BENYLIN Fortified Linctus £0.55 per 125ml, list ex V.A.T.  
 BENYLIN Paediatric £0.45B per 125ml, list ex V.A.T. as at 11 B0  
**Product Licence Numbers:**  
 BENYLIN Expectorant 001B/5090  
 BENYLIN Fortified Linctus 001B/0111  
 BENYLIN Paediatric 001B/0067  
**Product Licence Holder:**  
 Parke-Davis & Co., Pontypool, Gwent NP4 0YH.

# PHOTOGRAPHIC

## Photofinishing today

*Continued from p696*

assured. The advent of computers, micro-chip processors and so on, linked to electronic sensing, has made present-day photo-finishing a capital—rather than a labour-intensive industry. The change has helped materially to keep down D&P costs, in real terms, coupled as it has been with processing methods which have a closer relationship to the motion-picture laboratory than to older forms of still photographic processing.

## People still important

Nevertheless, people still play a most important part in processing because at the present time, for instance, without full international standardisation and mechanical identification of film packings, it is essential to identify precisely the gauge—110, 126, 135 and so on—and the type of film, either negative for prints or reversal for slides. The correct kind of processing chemistry must also be established. This is the first handling stage on receipt of customers' orders.

Different styles and types of film have to be individually sorted ready for splicing together for the following stage(s) at which machines take over the chemical treatment, under closely-controlled conditions of time and temperature (often to within  $\pm 0.5^{\circ}\text{C}$ ), with as high a standard of

cleanliness as it is possible under what is really a factory environment. The designation "processing-laboratory" is much more appropriate.

As an aside, it is interesting to consider that film is made in very long lengths, perforated and cut up into much shorter ones for cassetting for exposure by the user; it is then joined together again into long lengths for processing in continuous-type machines. After printing it is again separated into the short sections for return to the customers.

The path taken by the long band



Part of a finishing floor. In the foreground a fully-automatic finishing station—a Pakomp—the first of its type to be installed in Europe

of film is a tortuous one, for it has to pass, in turn, through each of the appropriate chemical-baths, then to be

*Continued overleaf*

# It pays to display.



## Sudocrem is a real profit maker!

As a general sales list product Sudocrem can be freely displayed. Sudocrem is particularly useful for the treatment and prevention of napkin rash.

It can also be used to treat a wide range of other skin conditions, napkin rash, eczema and bedsores.

There is a strong demand from customers for this product, (we've received hundreds of letters asking "where can we get Sudocrem?") there is strong support available for you.

So don't wait — Display Sudocrem now and cash in on a winner.

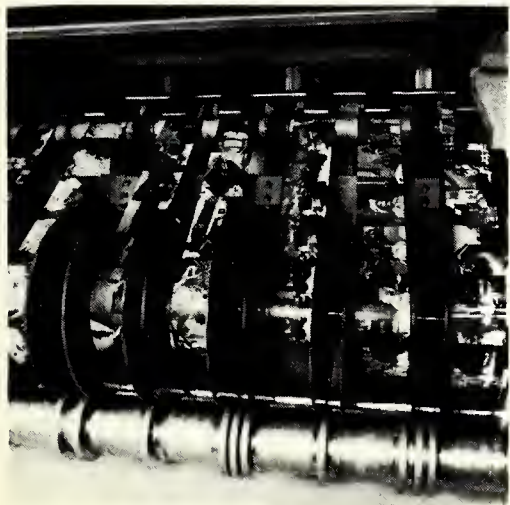
### Sudocrem

ANTISEPTIC HEALING CREAM

Napkin Rash  
Eczema  
Bed Sores

David Anthony Ltd.,  
Pharmaceutical Distributors, 59 Crosby Road North, Liverpool L22 4QD

Retail Prices: R.R.S.P. per Unit (Inc. Vat) 65g — 55p, 125g — 87p, 325g — £1.76.



# PHOTOGRAPHIC

## Photofinishing today

*Continued from previous page*

washed and finally dried in a sealed air-conditioned chamber until it is ready to be spooled-up for transfer to the printers. Each small section or strip is identified with a code or serial number that remains with it at all times.

The printers, or generally more correctly automatic-enlargers, deal with each group of pictures—the prints or enlargements each carry the same identifying reference as that on the film itself. Prints are made on long rolls of paper, set after set, and these long rolls are then handled in paper-processing machines which are comparable in type with those used for negative-processing. Quality inspection takes place using viewers which again handle the processed material in the full length.

Separating the sets of prints from the rolls is another automatic operation, in which electronic sensing-devices control the cutting and sorting. At the same time, the customer's wallet meets the set of negatives and prints into which they are inserted. The wallets themselves are bar-coded for machine sorting. Finally, the charge for developing and the charge for the number of prints made are added to the face of the wallet. This information is stored in a computer so that weekly or monthly billings can be made eventually, again with the minimum of human involvement.

The number of references to electronic-controls may give the impression that the whole system relies entirely on machines. While this is largely true as far as passing the sensitive materials through a multiplicity of stages, it is also true that many new kinds of human skills have to be employed to control the machines and to deal with the things that a machine cannot do. For this



*The quality control department constantly monitors all processors and printers*

reason, training within a laboratory is extremely important and a good deal of attention is paid to this "on-the-job" instruction. Instrumentation is to some extent complex and demands a background knowledge of the photographic process if the controls possible are to be intelligently applied on a production scale. ■

*The chemist outlet and D&P—p703*

# Caladryl<sup>\*</sup>

## cream or lotion

## Caladryl for sunburn

### a most worthwhile recommendation

Caladryl is a product you can recommend with confidence for the pain and irritation of sunburn. Caladryl's unique formulation ensures soothing relief and is available as both lotion and cream. An effective treatment for your customers and a profitable professional product for the Pharmacy.

**PARKE-DAVIS**

part of the Warner-Lambert Group.

good products for you and your customers

Active Ingredients:  
Calamine USP  
Diphenhydramine Hydrochloride BP  
Camphor BP

\* Trade mark RB1058

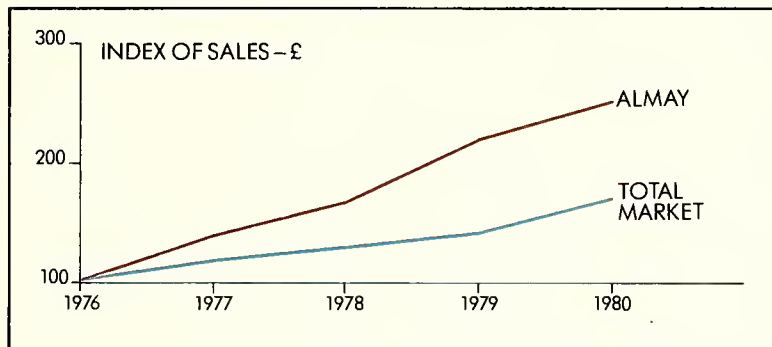
Product Licence Holder  
Parke-Davis and Company,  
Usk Road, Pontypool, Gwent NP4 0YH  
Further information and data sheets  
are available on request



# ARE YOUR COSMETICS SALES BECOMING A SENSITIVE SUBJECT?

We don't have to tell you about the current problems of the cosmetics industry.

However, there is still one soothing word to say on this otherwise sensitive subject. Almay.



Our sales have been increasing by 30% per annum for the last four years. And, despite these difficult times, we've grown by a further 20% in the last six months.

There aren't many other cosmetics companies who can say that.

We can also safely say that we're the biggest brand of hypo-allergenic cosmetics.

And we can still afford to keep our advertising spending on the increase, while other cosmetics companies are cutting back.

With 90% of our trade going through chemists, our policy is one of limited distribution to selected accounts.

However there are still a few areas of the country with potential for new Almay agencies.

If you would like to be considered, please fill in the coupon below.

To: Mr. J. V. Brown, Almay,  
225 Bath Road, Slough SL1 4AU. Tel: Slough 23971.  
I am interested in becoming an Almay Agent.

Name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

Tel. No. \_\_\_\_\_

# ALMAY

The leading authority in hypo-allergenic cosmetics.

CD 2



# NEWS ABOUT SURE-LAX!



**New** Hard-hitting consumer press campaign. High frequency advertisements in Sunday People, My Weekly, Daily Mirror, TV Times, Woman's Weekly,

**New** BIG BONUS TERMS – ask your Thomas Guest rep. for full details.

**New** Impactful point-of-sale dispenser available soon from your Thomas Guest rep., or direct.

## SURE-LAX

the fruit-flavoured laxative that gives sure relief from constipation

*Sure Shield*   
Family medicines from Thomas Guest

Thos. Guest & Co. Ltd., 92 Carruthers Street, Ancoats, Manchester, M4 7HX  
24 hour telephone service: 061-205 2975 and 061-205 8998

## D&P: Success possible if warning heeded says trade

Don't get disheartened is the message from the trade. Despite the likelihood of a 10 per cent increase in direct mail's share of the lucrative £230 million market—giving them 50 per cent—the belief is that those offering an over-the-counter D&P service can retrieve the situation by building on customer confidence and instigating more aggressive marketing.

Typical of the response *C&D* elicited from photofinishers was that from Colourcare's sales director, Keith Harris: "We provide a service and support that service with good promotions and display material, but it is up to the dealer to make sure his customers know he handles photographic work. In a nutshell he must promote himself."

### **'There is a patent need for educating the younger generation to take their films to the local chemist'**

First hand experience—Colourcare work with some 1500 pharmacies—has indicated to the company how difficult it is for chemist outlets to maintain their share of the market, let alone increase it, and Mr Harris warns of complacency: "We mustn't lose sight of the fact that often today a person's first introduction to developing and printing is either through the direct mail advertisements in the Press or a bold window display. There is a patent need for educating the younger generation to take their films to the local chemist, but whether or not this recognition is achieved will largely depend on price, and the quality of the personal service."

### **Personal service**

Tudor pick up on this latter point believing that personal service is something the pharmacist must capitalise on: "Unlike mail order he is able to give the customer individual attention and show that 'he cares'. He can offer advice on how to use a camera to its best advantage. However a dealer and his staff must be prepared to spend a little time

with his customer and must have some basic knowledge of photography".

A further advantage, they say, is the wider service retailers can offer, such as enlarging, print for print and so on—not the forte of direct mail operators. Tudor too though have a warning: "... it is time for dealers to realise that they must become more competitive. They have, for some time, been partly sheltered from competition in the market place by the photofinishing laboratory. Not only have they received assistance with promotions they have also received generous discounts. Unfortunately few dealers have exploited the opportunity to increase their custom by passing part of these discounts on to the consumer".

Kodak support this by pinpointing chemist outlets as the worst hit by the flourishing mail order trade. Specialist photodealers have, of course, not been unaffected, but it is the lower end of the market—the "bread and butter" trade best known to the pharmacist—that will be worst hit by cut-price "send-away" offers.

Kodak reiterate that "in the face of excellent national advertising for mail order" more retailers will have to become involved in promotional efforts.

### **Make the effort**

Moreover, Vestric say the effort ought to be made, as D&P should not be ignored as an important part of the photographic mix. Whether your involvement in this area be 35mm's and enlargers, or merely films, a processing service will assure customer return.

So, if you believe the trade, the business is there if promotion is accepted as a necessity and perhaps lesser margins accepted. But what of the mail order houses themselves? Those *C&D* talked to not surprisingly agreed with the predictions of growth common throughout the trade, and felt confident of continued expansion. They were also largely indifferent about the bad publicity generated by the Advertising Standards Authority reports which investigated 35 houses offering "fast printing", that was not so fast after all, and some which gave

no indication of when the work would be completed.

There is, however, a division between the "cowboy" operators and the better known firms, the latter believing they have built a reputation for service and quality which they intend to keep.

### **Upmarket direct mail**

For example, Gratispool—one of the best known and recently taken over by 3M—operate at the middle to top end of the market and are looking for continued growth without getting involved in the cut-throat price war.

Colourcare's Keith Harris again: "Nowadays people are prepared to shop around for a good price, and it's not true to say that direct mail D&P is poor quality, I've seen some very good results." However, he does think that they may be prepared to

### **'It is time for dealers to realise that they must become more competitive. They have . . . been partly sheltered'**

take a chance on sending sub-standard prints.

His company sees further considerable changes in the D&P market in coming months, estimating, for example, that there will be in the region of 100 "mini-labs" operating by the end of the year. Some pharmacists are apparently even talking about running their own direct mail service using these labs, but Keith Harris is doubtful about the viability of such an operation due to the difficulty of making it competitive on price.

Overall, however, as far as the retailer offering D&P is concerned he is optimistic: "Ten years ago direct mail dominated the market in the US but, through aggressive trading, and paring margins to the absolute minimum, the situation has now reversed and direct mail only has about 15 per cent of the market," he explained. "Chemists in this country must not lose heart; rather, they should analyse why they are in the D&P business, and capitalise on that information." ■

*More photographic overleaf*

## Market for all goods looks optimistic

The market for photographic goods generally looks to be hopeful for this year. Ian Crimp, Vestric's photographic manager says that despite the general economic climate the sales forecast, particularly at the lower end of the market, is good for 1981. He predicts a 4 per cent real increase across the board, with 5 per cent volume increase in film sales and 1 per cent volume increase in cameras. A certain wedding should also boost film sales, especially in London.

Throughout this month Vestric are running special promotions on a range of Kodak cameras and extra discounts will be available on selected Kodak films. Later in the Spring, there will be special offers on Agfa and Polaroid products and Fuji film.

Kodak have noted a continued growth in the colour negative market, due to extra film sales, the use of longer length films and an increasing number of re-orders. The company also says that 1980 was the year that consumers became aware of the copy print. Currently much of the use of this facility is from instant pictures but Kodak believe that increasingly orders will come from shots where the negative has been lost, or never obtained.

Quality is, of course, one of the advantages the pharmacist is always expected to possess and Kodak are

again running their quality award scheme for independent photofinishers. The winners for the past three years? Napcolour—a group operating exclusively through the retail trade.

Kodak also regularly monitor the standard of finishing for those using their paper and chemicals. Finishers not producing the correct results are contacted and advised on how to correct the situation and a national advertising campaign for 1981 tells consumers "Smile!" It's on Kodak Paper."

Agfa, too, are optimistic about the year ahead for the photographic trade and in support of their campaign on behalf of the Agfa Family and the two new types of Super 8 cine film, Agfa Moviechrome 40 and Agfa Moviechrome 160, the company has produced new POS aids. These include an Agfa Family demonstration unit which accommodates both camera and monitor, and includes a demonstration film loop; a 12 page full-colour brochure; and a specially priced "starter" pack of 30 films containing a mix of Moviechrome 40 silent, and sound, and Moviechrome 160 silent.

The 1981 Agfa Valupak contains 4 films and a free 200ft spool, and the Moviechrome Valupak dispenser comes complete with 10 Moviechrome 40 Valupaks. ■

## Rapid process

Rapidfoto Film Processing Ltd are claiming to be the first laboratory in the UK to offer their dealers a fast colour enlargement service.

Launched under the name "Proprints", the company is offering a 24-hour turn-round (London area) on 5 x 7 and 8 x 10in colour enlargements from negatives. The prints will be hand-made, "thus a high-quality, accurately colour-balanced product will result". Prices, however, will be competitive: an 8 x 10in enlargement from either the whole negative, or cropped to the customer's requirements will cost £3.75, and a 5 x 7in £2.75. Rapidfoto Film Processing Ltd, 93 Crawford Street, London W1H 1AT. ■

## Budget priced range to assault market

The brand that claim to have the fastest growing name in low-priced cameras—Nova—are poised to expand their market share with the launch of a television campaign this Spring.

The £150,000 campaign is orientated around media personality and magician, Paul Daniels, and 200 spots will be screened on ATV, Border, Channel, Grampian, Granada, London Weekend, Scottish, Tyne Tees and Yorkshire throughout April, May and June. All promotional material features Paul Daniels strongly and a card trick offer and competition to meet the magician are part of the campaign.

The company says the promotional package is one of the most comprehensive ever for a photo product, and several forms of POS material are available together with window banners and posters.



Supporting the commercials will be a national Press campaign, and for dealers who wish to supplement the promotion, radio tapes and local dealer advertisements are available. Each display pack is also supplied with an article by Paul Daniels on "taking better pictures," which may be forwarded to local newspapers.

The Nova brand entered the retail market in the latter part of 1979 and the company has spent most of last year consolidating its range—which now extends from a basic 110 (£5-£6) to a budget priced 35mm (around £25).

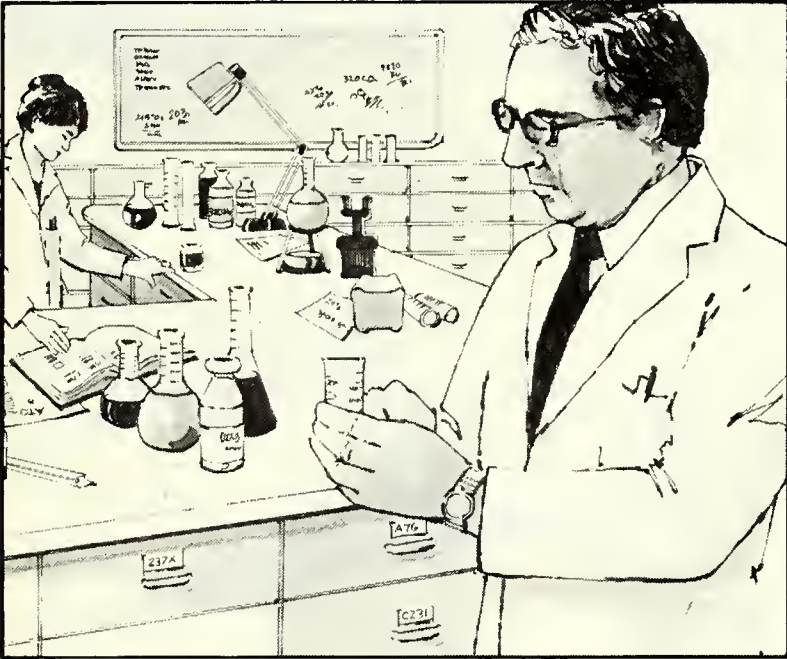
Taron Marketing, distributors of Nova, have a philosophy of "standardised pricing" and say they have no large discounts for bulk orders, although there are small discounts operating for orders of 100 and 200 plus. Minimum order level is 10 units.

By the latter part of 1981, Taron estimate turnover will rise to £3½ million—85 per cent of their trade going through retail outlets and the rest mail order. Taron Marketing Ltd, Unit 17, Loomer Road Industrial Estate, Newcastle, Staffs. ■



Braun are introducing an electronic flash gun for "all reflex camera users". The Variozoom 340 SCA (around £60) has a "wide range of features", including a tilt and turn reflector. Three zoom positions are marked. Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames Middx

# New medical research explains the nature of pain. How the No.1 pain reliever works to overcome it.



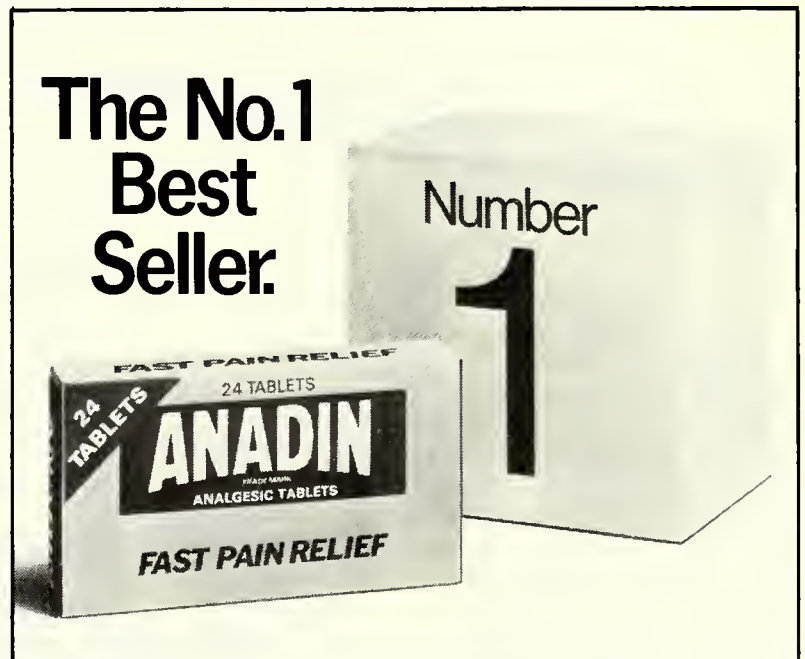
Recent medical research has thrown new light on the nature of pain. We learn that in the blood-stream are substances known medically as prostaglandins.



Certain prostaglandins act as 'biological amplifiers', increasing the sensitivity of nerve ends to pain-causing substances like bradykinins.



The active ingredient in 'Anadin' inhibits the formation of prostaglandin and so reduces the sensitivity of the nerve ends to bradykinins. Thus 'Anadin' stops pain by eliminating its cause.



That's why you can have confidence in 'Anadin', the number one best seller for headache, tense nervous headache. And that's why 'Anadin' is so effective for the pain of rheumatism, toothache and colds and flu.

*\*Trade Mark*

## ANADIN The No.1 Best Seller



**The next best thing to beautiful hair. No hair at all.**

Given the opportunity, most women will go to almost any length to attain a beautiful head of hair.

When it comes to removing unwanted hair, however, most women will draw the line at depilatory creams.

Simply because they leave an unpleasant smell.

Now there's new Opilca<sup>®</sup>, which removes unwanted hair quickly, smoothly and gently.

But, unlike others, it has a very special perfume.

So it leaves the skin smelling clean and fresh.

Opilca<sup>®</sup> will be available in 50ml and 75ml sizes, with normal RSP's of 96p and 112p respectively.

However, there are now special launch offer prices of 79p and 89p.

There's also a special display unit and shelf strip.

And there's a national advertising campaign in all the important women's magazines (Woman's Own, Cosmopolitan, She, Annabel, etc) running through May, June and July.

So be sure to see your Schwarzkopf salesman in good time. He can now supply you with everything a woman needs to look her loveliest this summer.

From the top of her head to the tips of her toes.



Distributed for Olivin GmbH. by Schwarzkopf Ltd.

# Do you know many Retail Chemists who increased their profits last year?

## We do.

With over 30 years experience in the Retail Chemist market we have proved time and again to our many clients that adopting the correct marketing strategy and creating the right image leads to higher profitability. From initial contact, market definition, merchandise analysis, display system and dispensary planning, creative design involving shopfront, colour schemes, lighting and graphics to final installation and execution, the full backing of the Dollar Rae organisation is at your service.

Let us turn your business into a more effective selling tool. For further information and copy of our brochure contact:

Dollar Rae, Freepost, Glasgow G41 1BR

# Dollar Rae

*Creators of retail environments*

Tel: 041-649 9331 Telex: 779394  
Represented throughout the United Kingdom



## Advice against tobacco sales through pharmacies

The Pharmaceutical Society's Council agreed at this month's meeting to advise pharmacists not to sell tobacco and cigarettes.

The question of such sales was referred back to the Ethics Committee by Council at its March meeting, after a Government Minister had remarked in the Commons that it was deplorable for any member of a health profession to be trading in products so harmful to health as tobacco.

The Committee noted that although Council favoured a ban on the sale of tobacco it was concerned over the doctrine of restraint of trade. At its meeting in July, 1980, Council had strongly deprecated the sale of tobacco in pharmacies but had decided to leave to the individual pharmacist whether or not such sales took place.

In the light of the discussion in Parliament, the Committee considered there was some dilemma between what was considered desirable and what was considered enforceable. It was argued that because of "the decisions in the court" it would not be possible to enforce a ban, but there was nothing to prevent the Council promoting the view that the sale of tobacco and cigarettes in pharmacies was undesirable.

Council accepted the Committee's recommendation that this view should be conveyed to the Department of Health and to the Society's members.

### Domiciliary service

■ The Society and the Health Visitors Association are to promote the idea of co-operation between pharmacists and health visitors in providing a service for housebound patients. The Association supports both the establishment of a service for housebound patients and the Society's concern about bulk prescribing.

The Association is also seeking a closer liaison between its members and general practice pharmacists, and Council agreed that such a development would be valuable. General practice pharmacists should expect health visitors to make contact so that arrangements can be made for dealing with patients experiencing difficulty in obtaining a satisfactory pharmaceutical service.

A service to housebound patients is currently the subject of negotiation between the Pharmaceutical Services Negotiating Committee and the Department of Health.

■ A letter is to be sent to the Department of Health commenting on the proposed Rural Dispensing Committee (Establishment and Constitution) Order, drawn up to implement the report of the Clothier Committee. Comment will be made on the definition of pharmacist, on the consultation procedure for the appointment of committee members and on the provisions for the appointment of deputies.

### Prescribing group

■ The Society has written to the Secretary for Social Services proposing that since no pharmacist was to be invited to join the working group on prescribing, a parallel working group consisting of pharmacists should be set up. The group would produce its own report, giving the views of the pharmaceutical profession on prescribing, and would collaborate with the already established working group of doctors.

■ The Society wishes to continue discussions with the Association of the British Pharmaceutical Industry on the greater involvement of pharmacists in the distribution of animal health medicines. Discussing a report of a recent meeting with representatives of the ABPI, the Agricultural and Veterinary Pharmacists Group Committee agreed that the discussion had been useful and had appeared to show approval by the ABPI representatives of greater involvement by pharmacists. Council agreed that a letter should be sent to the ABPI welcoming the discussions that had taken place and expressing interest in further discussions.

■ The Society is to be represented by Mr B. G. Spencer (a member of the Agricultural and Veterinary Pharmacists Group Committee) and an appropriate member of staff at a meeting to be held with representatives of the British Agrochemical Supply Industry Scheme. The meeting will discuss the educational standards for the crop protection element of the

course leading to the Society's diploma in agricultural and veterinary pharmacy.

■ The Society is to handle a list of all pharmacists who are "qualified persons" in the pharmaceutical industry. A postal survey is to be conducted of all pharmacists who have indicated on their retention fee forms that they work in industry.

■ The Society is to inform the editor of the "Guide to good manufacturing practice", which is being revised, that it does not wish to make any suggestions for inclusion in the first draft of the revised guide, but that it would comment on any changes that were put forward.

■ There has been no change of policy of the Society's inspectorate on the matter of supervision, the Law Committee was told. The Society's chief inspector, Mr G. E. Appelbe, said that the inspectors did not make test purchases routinely, but when they had reason to believe that there might be non-compliance with the law.

■ A letter is to be sent to the Home Office again urging action to prevent the sale of potentially dangerous substances formerly controlled under poisons legislation but now not covered by either the Poisons Act 1972 or the Medicines Act 1968. The Law Committee was reminded that Council resolved last October to draw the Home Secretary's attention to the grave situation, pressing for immediate action to be taken. The letter also emphasised the Council's fear that the availability of such substances might become known to the public through the media. The Home Office had said it was not yet in a position to give a "substantive reply" but would do so as soon as possible after consulting other departments. The Committee felt that the matter should be pursued and Council agreed that the head of the law department, Mr G. E. Appelbe, should write a suitable letter.

■ The charge for issuing a replacement registration certificate is to be £5.

■ A new procedure is to be adopted by the Society for distributing urgent information to branch public relations officers. Urgent communications will be telephoned to regional communication officers who in turn will be asked to relay the information to branch public relations officers within their region.

■ The Society is to write to a company operating a private medical service, objecting to a proposed scheme under

*Continued overleaf*

which patients would be directed to take their prescriptions to a particular pharmacy. The Ethics Committee was told that the organisation provided medical facilities under 24-hour comprehensive medical cover. Patients could consult any doctor they wished and prescriptions would be taken to a pharmacy approved by the company, where they would be dispensed free of charge to the patient, with the pharmacy being paid directly by the company on a monthly basis. The Committee was concerned both at the specific direction of patients to a particular pharmacy and at the possible invidious distinction being created between those pharmacies allowed to participate and those not. The company will be told that Council does not like to see direction to specific pharmacies and that the patient should have the freedom of choice of pharmacy.

■ The Education Committee noted that the decrease in preregistration experience places for 1980-81 available within Boots had been sufficiently met by increases in other general practice places and in hospital places. It was understood that the same number of places would probably be available from Boots in 1981-82. It was reported to the Committee that the office had not heard of any graduate unable to obtain posts because of the lack of places.

■ The Bachelor of Pharmacy degree of the University of Nottingham has been approved for the purposes of registration for a further period of five years.

■ The charges at Birdsgrove House are to be increased from July 1. The weekly charge for convalescence will be increased from £25 to £40 (plus VAT) per week, and the charge for an accompanying person will rise from £35 to £55 (plus VAT) per week.

■ It was reported to the Finance and General Purposes Committee that the 1981 edition of the Register of Pharmaceutical Chemists would be available from the middle of April.

■ The secretary and registrar reported that the Society's five existing honorary auditors had been renominated, and each had accepted nomination. As no further nominations had been received, the five would therefore be declared as having been elected.

■ A gift of a modern silver salver, weighing 65oz, has been made to the Society's collection by Mr T. C. Denston. Council agreed that the secretary and registrar should write to Mr Denston thanking him for his magnificent gift.

■ Sir Derek Barton, FRS, is to give the 1981 Hanbury Memorial Medal Lecture, on December 2. The title will be "Originality and elegance in organic synthesis".

## Doctors' views on counter prescribing

A Northern Ireland pharmacist is being given up to £250 towards a survey of general practitioners' attitudes to counter prescribing.

At their March meeting the Council of the Pharmaceutical Society of Northern Ireland agreed to give financial assistance towards a proposed survey of doctors' attitudes to pharmacists counter prescribing for minor ailments, and their views as to which medications pharmacists should prescribe. The president said the C. W. Young scholarship fund was established with this type of request in mind. The applicant might require a slightly larger amount than was asked for and it was agreed to make £250 available.

■ A meeting of the Lurgan, Portadown and Armagh district branch was held at the Brownlow health centre, Craigavon, on March 10. A good attendance enjoyed a film supplied by Roche Products Ltd and a talk entitled "The detection of crime" given by the chief officer, Crime Detection Squad, Portadown. The president thanked Mr N. D. Hall, the company's local representative, for the support he gave to the branch. The annual meeting and dinner will be at the Bannville Hotel, Banbridge, on Monday April 27.

■ Mr McDonald presented a report from the education committee. He said a request had been received from some members who qualified about 15 years ago for some form of course that would enable them to obtain further promotion in their chosen career. The committee had examined the facilities available and were giving further consideration to a modular type system. It was thought that, on the completion of each module, a credit would be issued and six credits would be necessary for the award of the diploma. Each credit would involve approximately 100 hours of formal study and it was hoped that evening lectures and day seminars would be available to total 200 hours a year.

Arising out of the discussion, the secretary pointed out that the recent series of lectures had not been as well attended as on previous occasions, when the lectures were held on Tuesday evenings. Mr Chambers said

that most pharmacists took their half-day on Wednesday many had commitments on that evening and were unable to attend. Other members supported Mr Chambers and it was agreed to suggest that the lectures be held on Tuesdays, next year.

■ The president reported on a meeting of the Agricultural and Veterinary Pharmacists Group held in the Society's lecture hall on February 23. Although the attendance was not as good as expected there had been a worthwhile discussion and certain courses of action agreed.

■ Council agreed to grant a request from the students Congress committee for the use of the Society's lecture hall on August 26 for the purpose of holding a medical exhibition. By holding the exhibition, it was explained, the students hoped to raise funds towards Congress expenses.

■ It was reported that the DHSS had discussed with the Pharmaceutical Contractors Committee the question of making grants to chemist contractors who gave pre-registration training to students. Grants had been approved in principle and information about the number of students who undertook practical training in general practice pharmacies over the last four years was being produced. Mr O'Rourke said the money to finance the scheme would come from the "global sum" and would therefore be provided by chemist contractors themselves. To the best of his knowledge the DHSS made no contribution to that sum.

■ A letter from the DHSS was read in reply to Council's letter expressing concern that the contents of the new British National Formulary had been disclosed to the public before contractor pharmacists were sent copies. The letter stated that the Central Services Agency received copies of the Formulary on 27 February and these were distributed to pharmacies early in the following week. The Department suggested that the matter should be taken up with the PSGB.

The secretary said that Council's letter mentioned two points—the publicity given to the contents of the formulary before contractor pharmacists had received their copies and the fact that Northern Ireland now had no representative on the Formulary Committee. He said that Mr H. W. Gamble had been a member for many years and he thought the Department would have been interested in seeing Northern Ireland represented on the committee.

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The Wellcome Foundation announce that their 5p Silcot coupons will cease to be valid after May 31st 1981.

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**Silcot Coupon Redemption,**  
43 Bedford Row, London WC1R 4LN.

The Wellcome Foundation Ltd., Crewe, Cheshire

## Mr Jenkin forecasts a new approach to licensing

The pharmaceutical industry's success in export markets demonstrates how firms with a long record of good management can continue to sell profitably despite the obstacles of the recession, high interest rates and high exchange rates.

That praise came from the Secretary of Social Services, Mr Patrick Jenkin, speaking at the annual dinner of the Association of the British Pharmaceutical Industry last week. He added: "You have now achieved a credit balance of trade in excess of £500m at a time when, according to the Jeremiahs, you should have been struggling for markets." Mr Jenkin also held out hope of further relaxation of Medicines Act procedures (see below).

### Hard times ahead

Earlier, the Association's retiring president, Mr David Smart, had said that despite record exports it would be foolish to predict that such progress would be easy to maintain in the future. "With domestic costs rising to levels at which there has been severe pressure on margins and with sterling remaining strong throughout the year, many companies have found it very difficult to increase their penetration of the extremely competitive markets in which we operate.

"Increased costs of raw materials, fuel, employment, local government imports and of the escalating requirements of registration authorities throughout the world continue to cause significant problems of cash flow and most companies in the industry are having to seek economies."

Mr Smart regretted that what Mr Jenkin referred to last year as the "ever popular sport of bashing the pharmaceutical industry" had continued. However, it was heartening to note that an ABPI attitude survey demonstrated that the public did not subscribe to the views which some detractors implied were universal: "There appears to be no marked hostility to a freely competitive pharmaceutical industry and no widespread anxiety about the safety of medicines."

Nevertheless, 38 per cent of the public apparently believed that prescribed drugs cost 50 per cent or

more of the total costs of the NHS "and even in the medical profession, 38 per cent of doctors thought that the cost of drugs was higher than 30 per cent of the total." Mr Smart pointed out that the present proportion was about 10 per cent. "All the drugs prescribed for all patients in this country cost less than the subsidy which the Government has found it necessary to allocate in one year to a single motor car manufacturer," he said.

Mr Smart also referred to two events which supported the hope "that the UK will again become a major centre of universally recognised and respected clinical trials of new drugs." The first concerned information deemed necessary before clinical trials were undertaken—the recommendations of Professor Grahame-Smith's working party could provide a basis for mutually accepted definitions.

Second was the Government move to relax submission procedures that the totality of information would be no less, but allowing companies to conduct early clinical trials more quickly and cheaply.

Referring to recent questions in Parliament concerning hospital manufacture of pharmaceuticals, Mr Smart said the economics of manufacture in small hospital units were suspect—with proper costing of space occupancy, consumption of energy and labour and quality control facilities often lacking. However, the ABPI had perhaps failed in the past to recognise that consultation between the Department and the industry might provide guaranteed sources of supply at much lower real cost.

### HSC threat

Mr Smart attacked Health and Safety Commission proposals for regulations to control the introduction of new substances to the workplace, the market and hence the general environment. These took into account the UK obligation to implement an EEC Directive on the classification, packaging and labelling of dangerous substances, but the Directive intended that pharmaceuticals should be exempt from notification because they are subject to other stringent clearance procedures. The Health and Safety

Commission, however, intended to include all pharmaceuticals in the legislation. "We believe that this will place an enormous burden of needless cost on the UK chemical and pharmaceutical industries and that it will place us at a very severe competitive disadvantage in comparison with continental manufacturers," said Mr Smart.

"Those who recognise that a new medicine can take up to 15 years to complete the various tests necessary to establish its safety and efficacy, at a cost of up to £25m, will find it quite grotesque that an exemption period of not more than one year is envisaged to cover commercial development of a new substance or new process.

"A new drug for extensive clinical trial could easily be the subject of full notification (for quantities of above one tonne), with grave risk of breaches of the confidentiality which is paramount if new inventions are to be properly protected."

### A watershed

In reply, Mr Jenkin described the changes in clinical trials procedure as "a watershed in drug regulation."

A recent seminar attended by chairmen of the advisory bodies and DHSS officials had taken stock of the situation and it was agreed that the way in which the authorities approach some of their duties should be looked at again. "It must be right to avoid 'nit picking' in the medical and pharmaceutical assessment of new drug applications. It must be right to retain as much flexibility as possible in interpreting data requirements, especially where there is no reason to doubt the safety or efficacy of a drug," said Mr Jenkin.

He went on: "Again, it must be right to consider whether different standards of assessment could properly be applied when examining prescription-only medicines and medicines for sale to the general public. This would be particularly so where the latter are intended only for minor or self-limiting conditions.

"We will also want to consider the number, structure and function of the various committees and subcommittees and to reduce if possible the number of applications referred."

Mr Jenkin also held out hope that the review of existing products might be carried through on a more selective basis, with a different level of scrutiny for well-established products which appear to present no significant hazard to the public and are available for self-medication.

Mr Jenkin confessed he had been "startled to learn," that a number of hospitals were continuing to manufacture despite recommendations from the inspectorate that they should cease. Action had been taken. ■

## Chemical industry faces 'disaster' in short term

A large part of the UK chemical industry is facing the most severe short-term crisis in its history, and the government has been urged to change its policies "if the industry is to have the strength and confidence to continue to play a major role in the economy of Britain."

A report published this week by the Chemicals Economic Development Committee says the major threats to growth are internationally uncompetitive costs, a slump in the home market, severe overcapacity, and high energy costs, and calls for "radical change".

Over the past two years or so, a 37 per cent gap has opened up between UK and West German sales prices, and a 17 per cent gap against those of French producers—a situation the report blames on the strengthening of sterling and high UK inflation rates.

At home, a severe slump in demand has forced price cutting and fourth quarter prices for 1980—in constant terms—were 20 per cent below the average for 1979. A "major concern" is the number of customers being forced to shut down, which the report says is of particular importance to less diversified small and medium sized companies in the worst hit areas.

Profitability has been affected all round and the real rate of return for 1980 is expected to fall "substantially lower" than the 5-6 per cent recorded for 1978-79. A poor outlook is also forecast for capital investment with "mainstream" investment expected to fall by 21 per cent between 1980 and 1981. The situation is such that the report says it "must give rise to major concern about the ability of the industry to consolidate the gains being made."

The problem of investment is of particular importance to the pharmaceutical sector—"one of the strongest sectors of the UK economy"—says the report, and unless it is maintained in the future, growth in the sector "could be considerably less than in the past." It is also thought that imports will increase their share of the UK market, but exports are also expected to grow.

The report, compiled under the chairmanship of Mr Walter Greaves, former chief executive of Associated Actol, calls for the Government to:

- As an "overriding priority," stimulate home demand and reduce the value of sterling.
- Harmonise UK energy prices with those on the continent.
- Maintain pressure on the US for early de-regulation of gas prices.
- Beware of the effect on the industry of attempting to maximise short-run revenue to the Exchequer in the allocation of North Sea natural gas.
- Introduce fiscal incentives to facilitate research and development.
- Improve the speed and efficiency of action taken by EEC over dumping.

Concluding on a brighter note, the report says the medium term potential is for continued growth, even more orientated towards export business, provided the short term difficulties can be overcome.

□ Publication of the "Little Neddy" report has increased political pressure on the Government for a further reduction in energy prices. Sir Keith Joseph, the Industry Secretary, was pressed by both Conservative backbenchers and the Opposition this week when he admitted that the action taken in the budget on energy costs has not satisfied industry. ■

A call has been made for an increase in expenditure on research and development in the European chemical industry. Average research spending in a broadly diversified chemical company currently amounts to some 3 to 5 per cent of sales, but speaking at the centenary conference of the Society of Chemical Industry, Professor Herbert Gruenewald, chairman of Bayer AG, said that to overcome the problems of the future "this figure is, if anything, too low".

Answering the rhetorical question of whether the industry is still one of growth, Professor Gruenewald said that the pre-requisite for success is that R&D is given the right aims and that the results are used purposefully and quickly: "In this way, the chemical industry can turn what appears to be a difficult situation into a fruitful phase of innovation and thus secure growth during the years to come".

He also talked of "suitable political conditions" allowing exploitation of opportunities, even though areas such as agricultural products and pharmaceuticals are largely independent of the economic cycle: "The chemical industry, being export intensive and dynamic, must rely particularly on being able to move freely within a political framework without excessive obstacles, so that the opportunity for further development is not hindered from the very beginning".

At the Cambridge conference the Professor also called for the EEC to be wider developed and turned into a "true home market", and for the harmonisation of energy policies within the community. ■

## NCT president says improve standards

The principal problem in running small businesses today is the need to improve the "standards of management" says Mr C. R. Goodwin, appointed this week as the new president of the National Chamber of Trade (C&D, last week, p657).

In his presidential address at the 83rd annual general meeting of NCT, Mr Goodwin continued: "If we are to get the help we need from the Government, it behoves us to be doing all we can to improve our lot". He also made a plea for the freeing of businesses from the "pressures of legislation". ■

*More Business News overleaf*

## Response sought on Sunday trading

The National Chamber of Trade has sent all its members a questionnaire in connection with the Shops Acts, with particular reference to Sunday trading and trading hours.

It says that despite the failure of Sir Anthony Meyer's Bill two months ago "it is clear that further

attempts to amend the provisions of the Shops Acts seem likely, especially as the requirements of the shopper seem to be changing."

Consequently, it has sent a full questionnaire to all its members seeking their responses to the parts of the current law dealing with general closing hours, early closing days and Sunday trading. The questionnaire also allows for opinions to be expressed as well as obtaining "yes" and "no" answers. ■

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# Pharmacy is promised in superstore

Britain's newest superstore chain are "definitely going ahead" with an in-store pharmacy in the near future, to be run along the franchise lines pioneered by Debenhams.

"We are more interested in the medicines side than other professional areas", said a spokesman for the company, although other areas such as chiropody, optics and doctors surgeries were being looked at "very closely".

The new chain, Mainstop, are an offspring of International Stores, and were formerly known at International Superstores. Parent company, BAT Industries, also own the catalogue retail chain, Argos.

From this week, Mainstop have 19 branches operating, and a further three will be opened during the year. It is

at one of these branches that the pharmacy is likely to be sited and the locations designated are Townergate, Leyland, in Lancashire; Chesterfield in Derbyshire, and Redruth, Cornwall. Most of the superstores are on the edge of urban developments and the stated aim of the company is to "break the traditional High Street shopping habit".

Each store has a "Health and Beauty" section stocking a wide number of lines, though generally downmarket: "Tweed is as far upmarket as we would go in fragrances". Mainstop say this is for two reasons, firstly they conceive of shopping for "such items as Estee Lauder", a "different shopping experience", and secondly, they believe they would be denied supplies. The "Health and Beauty" area will also carry medicines on general sale.

Mainstop say they will "scythe the cost of shopping" and have a general policy of cutting prices. Examples include a Krups hair styling kit—normal selling price £17—for £7, and a Pyrex 1 pint jug for £0.89—normally sells at £1.29. ■

## Superdrug bar-code system installed

Superdrug have adopted a bar-code based on an electronic re-ordering system using the MSI 88 portable data terminal and Harland (POT) stock lists and order guides.

The choice of wading through a printed stock list of 2,500 items has been eliminated, claim Superdrug: "Overstocking and running out of stock no longer occur and reaction to buying trends has been greatly accelerated.

Harland Data Systems of Hull can produce text and bar-codes simultaneously and automatically from information held on a computer master file.

A one second scan of an order-guide

code and another of a separate card printed with bar-code quantity equivalents enters the information in the terminal's memory, prior to transmission via acoustic coupler to the central warehouse.

ICML are commencing a phased introduction of PDTs based on MSI equipment over the next few months (C&D, March 21, p554). ■

*Mr R. H. Johns, chief engineer, Roche Products Ltd, completes the final trowelling on the roof of the new Roche research building at Welwyn Garden City, watched by Mr E. Roberts, managing director, IDC Construction. The traditional European and British topping out symbols—a fir tree and broom—are in the background and the whole building, which should be completed by May 1982 at a cost of £3.36 million, is shown in the right-hand photograph*



Allphar Services Ltd recently held a successful two-day pharmaceutical exhibition in Dublin, believed to be the first of its kind in Ireland. Pictured at the opening ceremony are, left to right: Mr A. Bass, sales manager, Allphar Services Ltd; Mr A. J. Quirke, president, Pharmaceutical Society of Ireland; Mr T. Farmer, president, Irish Pharmaceutical Union, who opened the exhibition; Mr R. J. Power, chairman, Allphar Services Ltd; Mr C. Roche, vice-president, Irish Pharmaceutical Union

## Kingswood-Booker improve profits

The health products and pharmacies sector of Booker McConnell Ltd—which includes Kingswood Chemists and Booker Health & Foods Ltd—increased pre-tax profit by 14 per cent, to almost £3 million from £2.5m in 1979.

For the year end December 31, group results show a 14 per cent fall in overall pre-tax profits, to £24.7m. External turnover rose by £164m to £834m, mainly due to the acquisition of wholesale food businesses, Kearley & Tonge and Warriner & Mason.

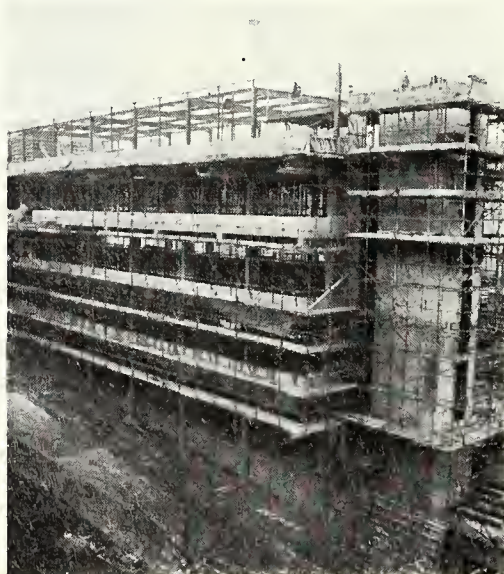
High interest rates, the strength of sterling and a particular poor performance in engineering were among reasons for the group profit fall. ■

## Briefly

■ **Appleford Ltd** have closed their Colnbrook offices and moved to 14 Villiers Road, Kingston-upon-Thames, Surrey KT1 3AS; telephone 01-549 0087; telex 25526.

■ **W. T. Pyper**, a pharmacy at 3 St Peter's Road, Great Yarmouth NR30 3AU, has been taken over by Mr B. V. and Mr C. V. Ondhia. Mr C. V. Ondhia, MPS, will be the pharmacy manager.

■ **Unigate Ltd** and Nutricia, have agreed terms for the sale of Cow & Gate to the Dutch company, subject to Governmental approval (C&D, January 24, p168). As part of the deal Unigate will acquire a substantial minority shareholding in Nutricia.





Bill Jack (left) and Jim Sims, newly appointed branch managers for Unichem

**Unichem Ltd:** Mr Jim Sims, until recently sales and development director of an exporting company trading mainly in the Middle East, is appointed branch manager at Swansea. He has specialised in distribution, firstly as depot general manager for Cory Distribution and then as general manager of Saudia Arabia's largest distribution company. Mr Bill Jack is appointed manager of Willesden branch and joins Unichem from the Littlewoods Organisation where he began his career in 1969 as a store manager trainee. He has been manager of Littlewood's stores in Northampton, Corby, Marble Arch and Kingston.

Mr Arfor Jones whose business is in Criccieth, Gwynedd, has been appointed to the Welsh Regional Committee.

■ **Faberge Inc:** Jeni Carter has been appointed PR manager responsible for the company's entire range of products.

■ **Tudor Processing Ltd:** Mr John Ball is appointed to the board. Mr Ball joined Tudor's film processing division in 1977.

■ **United Photographic Laboratories Ltd:** Mr Derek Walsh has been appointed general manager of Colourcare's Deal processing laboratory. He joined the company in 1978 as production manager

■ **Dr R. D. Guthrie** is to be the next secretary general of The Royal Society of Chemistry. He is to return to the UK in November after a period of 8 years at Griffith University, Brisbane, Australia to join the RSC staff. He will become secretary general on January 1 1982 on the retirement of Mr J. R. Ruck Keene who has held the post since the Society's formation.

## Few bright patches

London, April 7: So far this spring the markets have seen as few bright trading patches as there have been glimpses of the sun. Menthol and peppermint oil were exceptions for a few weeks but both seem to have been neglected recently.

During the past week natural camphor powder was 10 per cent higher for shipment but a parcel was being offered on the spot at the previous level. Demand for most botanicals was at routine levels with prices tending higher to compensate for higher transport costs. Among the items marked up were cloves, gentian root, henbane, lobelia and sarsaparilla.

Among essential oils, bergamot is now lower following a better crop and some carry-forward of stock. Some of the English-distilled oils such as buchu, ginger and clove bud are marginally easier due to lower raw material costs, mainly because of the strong sterling position at the time of purchasing.

### Pharmaceutical chemicals

**Carbazochrome:** technical £60 kg; sodium sulphinate £105 kg.  
**Isoetharine hydrochloride:** £170 kg for 1-kg lots.

### Crude drugs

**Balsams (kg) Canada:** Unchanged at £11.45 on the spot; shipment, £11.35, cif. **Copaiba:** no offers. **Peru** £9.45 spot; £9.20, cif. **Tolu** £6.15 spot. **Benzoin:** £178 cwt, cif.  
**Camphor:** Natural powder £8 kg spot; £8.80, cif. Synthetic 96% £1.25 spot; £1.20, cif.  
**Cloves:** Madagascar £4,450 metric ton spot £4,500, cif.  
**Gentian root:** £2,500 metric ton spot; £2,450, cif.  
**Henbane:** Niger £905; metric ton spot; £910, cif.  
**Lobelia:** European, no spot; £1.45 kg, cif.  
**Menthol:** (kg) Brazilian £5.60 spot; £5.75, cif. Chinese £5.15 spot; £5, cif.  
**Pepper:** (metric ton) Sarawak black £750 spot, \$1,435, cif; white £1,000 spot; \$2,025, cif.  
**Sarsaparilla:** Jamaican £2,700 metric ton spot £2,680, cif.  
**Seeds:** (metric ton, cif). **Anise:** China star £1.135 for shipment. **Celery:** Indian £435. **Coriander:** Moroccan unquoted. **Cumin:** Indian £575 **Fennel:** Indian £475. **Fenugreek:** Moroccan £300; Indian £280.

### Essential oils

**Bergamot:** From £35 to £40 kg spot.  
**Buchu:** South African £115 per kg spot; English—distilled £170.  
**Cardamom:** English-distilled £185 kg. £165 Indian £60-£120.  
**Cedarwood:** Chinese £1.41 kg spot and £1.25, cif.  
**Cinnamon:** Ceylon leaf £2.65 kg spot; £2.40, cif; bark: English-distilled, £155.  
**Citronella:** Ceylon £3.50 kg spot; £3, cif.  
**Chinese** £3.10 spot; £3, cif.  
**Clove:** Indonesian leaf £1.45 kg spot; shipment

£1.40, cif. English distilled bud £45.  
**Ginger:** Chinese £21.50 kg spot nominal; £20.10, cif. English-distilled (ex W. African root) £70; ex Indian £40.  
**Lemon:** Sicilian best grades from £23-£25 kg in drum lots.  
**Lemongrass:** Cochin £4.50 spot; £4.50 cif.  
**Mandarin:** £27 kg spot.  
**Patchouli:** Indonesian £13.50 kg spot; £13, cif.  
**Peppermint:** (kg) Arvensis—Brazilian £5 spot and cif Chinese £3.90 spot; £3.10, cif. American piperata £10.  
**Sandalwood:** Spot Mysore £47.50 kg East Indian £46 spot.  
**Spearmint:** Chinese £9 kg spot; £6.95, cif American £9.50, cif, spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Monday, 13 April

**Plymouth & District Branch, Pharmaceutical Society,** lecture theatre, medical centre, Greenbank Hospital at 8 pm. Professor Shellard, "Avicenna—A visit to Uzbekistan".

**Stockport & District Branch, Pharmaceutical Society,** Tameside post-graduate medical centre at 7.30 pm. Refresher course on "Pain and its alleviation".

### Tuesday, 14 April

**Harrow & Hillingdon Branch, Pharmaceutical Society,** Northwick Park Hospital at 8 pm. Annual general meeting. Aspirin foundation film "Aspirin in perspective". Cheese and wine.

**Leeds National Pharmaceutical Association,** Moortown Golf Club, Harrogate Road, Leeds at 8 pm. Working dinner. Mr Stephen Axon, Secretary, PSNC on "The Drug Tariff".

**Northumbrian Branch, Pharmaceutical Society,** Vicomte Suite, Imperial Hotel, Jesmond Road, Newcastle at 8 pm. Annual general meeting. Dr D. Bailey on "The medical man of west Africa".

**South-East Metropolitan Branch, Pharmaceutical Society,** Lewisham medical centre, Lewisham Hospital, High Street SE13 6LH at 8 pm. Annual general meeting. Cheese and wine.

**South-West Metropolitan Branch, Pharmaceutical Society,** The Roundhouse, 2 Northside, Wandsworth Common SW18 at 8 pm. Annual general meeting.

### Wednesday, 15 April

**Crawley, Horsham & Reigate Branch, Pharmaceutical Society,** Boots Ltd, Crawley at 7.30 for 8 pm. Annual general meeting.

**Reading & District Branch, Pharmaceutical Society,** The Millers Arms, Paddock Road, Caversham at 7.30 pm. Skittles evening with refreshments.

**Worthing & West Sussex Branch, Pharmaceutical Society,** The Ferring Village Hall, Ferring at 8 pm. Annual general meeting. Wine and cheese.

### Thursday, 16 April

**Ayshire Branch, Pharmaceutical Society** Savoy Park Hotel, Ayr at 8 pm. Annual general meeting

**Birmingham & District Branch, Pharmaceutical Society,** 7th floor senior common room, University of Aston at 8 pm. Professor M. Stevens on "Current trends in cancer research". A joint meeting with the Guild of Hospital Pharmacists.

**Bradford & Halifax Branch, National Pharmaceutical Association,** Victoria Hotel, Bridge Street, Bradford at 8 pm. Annual general meeting.

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in 1980 £70,991. Scripts average  
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erty £35,000, goodwill, fixtures and  
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dence, only one opposition. Turn-  
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**X6 — SALFORD (LAN-  
CASHIRE) —** Lock-up shop serv-  
ing council estate, turnover to 31st  
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dential village, north of Newport.  
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